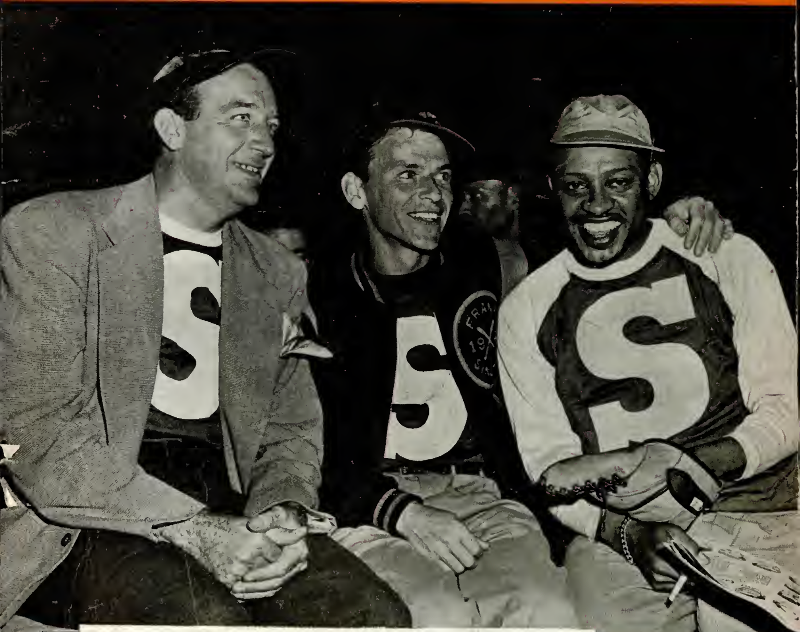
The Billboard

THE WORLD'S FOREMOST AMUSEMENT WEEKLY • 25 CENTS

SEPTEMBER 25, 1948

Give..
Give
nough!

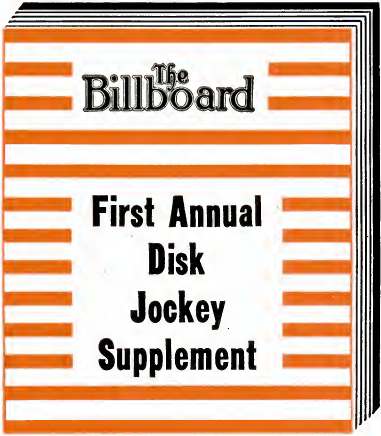


Big leaguers of the band and music business (l. to r., Harry James, Frank Sinatra and Lionel Hampton) recently staged their own "out of this world series," when the Sinatra Swooners met the Russell (Andy) Sprouts in a Hollywood charity ball game. While the Horn has been somewhat on the quiet side of late, bandsman Hampton has been knocking himself out proving that the band business is not nearly slumping like some showbiz oracles would have you believe. Hamp set records or near-records at the Mancuso Theater, Batavia, N. Y.; the Auditorium, Cleveland; Big Ten Ballroom, Denver; Auditorium, Oakland, Calif., and a number of other spots on a recent tour. His Wednesday night (10:30) Mutual network show continues to rack up healthy audience figures, and his Decca disks, notably the recent "Souvenirs" album, enjoy a steady sale [illegible] will be seen soon in the upcoming Goldwyn film, "A Song Is Born," in which his well-known theme, [illegible] Home," is a standout song spot.

For the First Time...

A SPECIAL BILLBOARD SUPPLEMENT FOR AMERICA'S DISK JOCKEYS

Coming in the ➧
October 2 ➧
Issue ➧



AS ANOTHER phase of the recognition of the disk jockey's continuing importance and as a special service to The Billboard's thousands of disk jockey readers, The Billboard will publish in its October 2 issue the First Annual Disk Jockey Supplement.

With the publication of this supplement, The Billboard will have completed its 1948 special-edition coverage of the three major forces in the music and record field (the June 19 issue featured the Special Retailer Supplement; the January 24 issue featured the Juke Box Operator Supplement). Together, these three special supplements comprise an expanded, up-to-date treatment of the valuable music-record features and reference lists formerly published in The Billboard Encyclopedia of Music.

SPECIAL FEATURES

Worthy of particular emphasis are the following exclusive features which will be of long-term value to all disk jockeys:

The Billboard's Annual Disk Jockey Poll: Participated in by better than 800 jockeys among whom are all the recognized top spinners. This is the one place the jock airs (confidentially) his collective views on artists, records, songs, record companies, personal managers, etc. It is a feature "written" by the jockeys themselves—The Billboard just tabulates it.

Disk Jockey Hooperatings in All Major Cities: Thru co-operation with C. E. Hooper, The Billboard will publish exclusively and for the first time the audience rating figures on recorded shows in virtually all major markets now surveyed by Hooper. A really red hot package!

All-Time Song Hits From the 1890s to Date: In view of programing difficulties today, The Billboard (thru co-operation with licensing organizations) will list each year's top songs for the last 50 or more years. This listing is based on royalty figures and will include name of publisher, writer and licensing organization for each song.

All of the Important Regular Weekly Features, such as the complete Music Popularity Charts and The Billboard's column on disk jockey doings, Vox Jox, will be a part of The Billboard's First Annual Disk Jockey Supplement.

Advertisements, too, will be of genuine value to all readers, with special emphasis on the disk jockeys. Program ideas, chatter material, full recognition of the disk jockey's important position in the field will be featured in large-space advertisements by major record companies, publishers and talent.

REMEMBER THE DATE

Look for this all-important, valuable issue, dated October 2, 1948, —out on over 8,000 newsstands and in the hands of subscribers September 29th. It is planned, written and edited to be of genuine value and service—another important Billboard supplement and done as only The Billboard's experienced music editors could do it!

The Billboard

WOOD 28
Blvd.
5831

CHICAGO 1
155 N. Clark St.
Central 6-8761

CINCINNATI 22
2160 Patterson St.
Dunbar 6450

ST. LOUIS 1
390 Arcade Bldg.
Chestnut 0443

DETROIT 1
1009 Fox Theatre Bldg.
Woodward 2-1100

SPECIAL NOTE TO ADVERTISERS

Final Closing Date for Advertising is September 17th. Contact your nearest office of The Billboard.

Vol. 60. No. 39

The Billboard

The World's Foremost Amusement Weekly

September 25, 1948

METRO TAKING TELE PLUNGE

Tix Price Fix Must End, U.S. Warns Firms

FCC Issues Desist Order

WASHINGTON, Sept. 18.—In a follow-up to a complaint issued by the Federal Trade Commission (FTC) several months ago, the commission yesterday (17) ordered 33 ticket manufacturers and six trade associations to cease and desist from an allegedly unlawful combination to fix prices and eliminate competition in the manufacture and sale of various types of amusement and transit tickets and coupons, including tickets and coupons used in the operation of theaters, cafes, clubs, races, fairs, carnivals, games, swimming pools, horse and dog shows, and hotels.

Charging that the manufacturers agreed on "identical and uniform prices, discounts, surcharges and extra charges," the commission alleged that the respondents adopted an "open filing plan" and formulated a "code of symbols" which permitted the manufacturers to "detect deviations" from announced prices. The FTC charged that the manufacturers organized six trade associations which acted as "clearing houses or central agencies" to "effectuate the conspiracy." The group, according to the

(See Tix Price Fix on page 4)

Statler Hotels Ditch Acts; 5 Class Rooms Dump Vaude Paying 2 to 6G Each Week

Body Blow to Variety Ignores War Prosperity

NEW YORK, Sept. 18.—Cafe acts, particularly those playing hotel rooms, got s body blow this week when the Statler chain decided to drop all talent, except music, immediately. The decision was unexpected. It means that many dance teams, semi-name acts and novelties, usually getting 12 to 15 weeks in the Statler hotels, will now lose that time.

Statler hotels in Boston, Cleveland, Detroit, Buffalo and Washington with weekly budgets of from $2,000 to $6,000 will now be out of the market. The chain has eight hotels, but only these five used acts.

Statler talent buyer, Martha Coppins, said that the move was made because the hotels were not in the entertainment business. She conceded,

(See 2-TO-6G SHOWS on page 37)

Showbiz Licks Rainy Season In Venezuela

CARACAS, Venezuela, Sept. 18.—Despite the heavy rainy season, biz is holding up well in cafes, theaters and parks. A flock of new out-of-country acts have arrived and are working all over town.

Barnum, European magic troupe, is at the Theater National and is playing to capacity nightly. The package is in for four weeks. Tito Schipa jammed them in for two concerts, at prices from $2.50 to $6.25. Clavine, ventro, is playing the nabe theaters, and reports biz good.

Business is so good, it attracted the first burlesque show here in years. Troupe with plenty of girls is headed by Blondy Tongolele and also carries its own band. It is playing the neighborhood movie houses, with the "no kids" sign hung up. Kirsten Flagstead is coming in with opera troupe opening at Municipal Theater September 27. Jack Linen and orchestra from Argentina are playing

(See Showbiz Licks on page 28)

Last Flicker Holdout Sinks Wad in Video

Tops Radio Expansion

NEW YORK, Sept. 18.—Metro-Goldwyn-Mayer (MGM), the major holdout in the film industry against television, will shortly apply for five experimental television licenses in the ultra-high-frequency (u-h-f) band. The bids, according to reliable information, will be filed shortly after the Federal Communications commission (FCC) winds up its hearings on u-h-f. The hearings start Monday (20) (see story in Television department, this issue).

Metro is expected to file for stations in New York, Chicago, Los Angeles, Boston and one Midwestern city, either Cleveland or Detroit. Such a spread could conceivably be the nucleus for a network, provided FCC

(See Metro Taking Video, page 13)

Tele Rights To Stem Plays Are at Stake

Scripter-Producer Huddle

NEW YORK, Sept. 18.—The new importance of television rights to legit scripts, and provisions for protecting those rights will be the subject of discussion between the Dramatists Guild and the League of New York Theaters at a meeting Wednesday (22). The talks, no doubt, will lead to revisions of the minimum basic agreement between the orgs.

Among the subjects to be aired is how much to get for the rights, whether to get separate dough for theater and home TV rights and whether to sell the rights for one performance or for a period of years. Both orgs will be working for the same thing, because the successful producer has a stake in the property once he has presented it on the Stem.

Indications are that the dramatists

(See Tele Rights on page 42)

AFM-AGVA Disk-Tele War Rages

Harmonicats Lead Bolt to Petrillo Camp

Vaude Union 'Won't Accept'

CHICAGO, Sept. 18.—The clash between the American Federation of Musicians (AFM) and American Guild of Variety Artists (AGVA) bounced into the open here Friday (17), with the situation involving jurisdictions in both the television and the recording fields. The spark which set it all off was the debut of WENR-TV, American Broadcasting Company (ABC) tele outlet, which teed off with a flock of local and imported musical and vaude actions.

Following action by AFM chief, James C. Petrillo, Jerry Murad, leader of the Universal recording Harmonicats, on Friday (17) resigned from AGVA and joined AFM. He had been an AGVA member for three and a half years.

Later, and prior to the station's debut, Murad's colleagues in the act, Al Flore and Don Less, followed Murad's move. The orders, it was understood, came directly from Petrillo, who had been in conference on the matter with the AFM exec board. At the AFM convention in Asbury Park, N. J., the jurisdictional matter was gone into and the motion subsequently passed merely stated that mouth organ specialists could

(See AFM, AGVA on page 18)

Pob Si Tahw?

NEW YORK, Sept. 18.—The squares who enter the Royal Roost these nights (co-owner Ralph Watkins admits that some do) are handed a brochure illuminating the mystique of be-bop. Sample excerpt from the pamphlet, titled *What Is Bop?:*

"If you feel something when you hear be-bop, you feel something because something is there." Dig?

And: "The dominant, tonic, and the other diatonic chords in most cases are altered by adding the 6th, 9th, 11th and 13th. . . .However, Neapolitan, French, German and Italian sixths are used extensively in an altered form."

For the further enlightenment of modern music lovers: Oo-bop-sha-bam plus oo-pa-pa-da equals ool-ya-koo. See!!!

Patch It Up, AFL's Green Tells Unions

He Refuses To Referee

NEW YORK, Sept. 18.—A ring-around-the-rosy situation has developed in the battle between the American Guild of Variety Artists (AGVA) and the American Federation of Musicians (AFM), with William Green, prexy of the American Federation of Labor (AFL) called in to referee. The latter, however, bowed out, and told the two showbiz unions to settle it by themselves.

The conflict is the result of a letter sent by James C. Petrillo, head of AFM, to all locals, warning that in the future no AFM member would be permitted to join AGVA without written permission of the former union. AGVA has maintained right along that musicians who sing, tell jokes, or dance are working in the AGVA field and as such must be members of that union.

Subsequently, George Heller, acting for the Associated Actors and

(See AGVA, AFM on page 37)

Uta and Mary Learn Politics & Stage No Mix

PITTSBURGH, Sept. 18.—Indication of the personal risk to which performers lay themselves open thru active participation in a hair-pulling political campaign was highlighted this week when Uta Hagen and Mary Welsh came in for violent local press bombardment for their appearance at a pro-Wallace meeting.

Uta Hagen, lead in *A Streetcar*

(See Uta and Mary on page 14)

New Mark Whops Berlin Showbiz

•

Take Pay Cut —Or Else, All Branches Told

Vaude, Cirks, Radio Hit

BERLIN, Sept. 18.—Managers in all branches of showbiz here have handed performers a "take or leave it" ultimatum in regard to salaries. The rate of exchange on the new currency, the D Mark, for the old is 1 to 10, and it has hit performers and managers alike below the belt. Also the loss of 90 per cent of the customers' fortunes has snapped the purses shut.

Faced with the reduced coin here all shows immediately slashed admish prices, some business folded and those who remained were forced to issue pay cuts from 30 to 40 per cent.

Altho the vaude houses and the circuses with their large casts and operating nut were hardest hit, several of them are holding their own. The Scala presents a new bill of some new acts, toplined by Franz Otto Krueger. The house has chartered a bus to bring the customers in and take them to the nearest railroad stations after the show. The Friedrich-Stadt Palast has held over its bill which is headed by Pratsch-Kaufmann, impersonator. The Titania Palast, the theater of the American Special Services, however, has closed its doors, with no plans for reopening. The Kunkturm Sommer Garten has been presenting an outdoor vaude show with a mixed variety bill. The Puhlmann, in the northern sector, also is still operating with the same policy. These shows are performed daily.

Cirks Hard Hit

The circuses, already hit with the use of electricity limited to three days a week, were also forced to reduce admissions sharply. The Circus Busch, however, playing two shows on Wednesdays, Saturdays and Sundays, reports fairly good business with a cowboy and Indian show. Tho the Circus Barlay lies within the Russian zone and consequently is not directly affected by the currency reduction, business is reported poor, because the rest of the city is hit and also because customers in other zones are loath to cross the lines.

The zoning, too, has had its effect on showbiz, particularly the performers. It has meant that artists, for the most part, have to stay put wherever they are. Transportation is difficult and bookings have to be limited. This has caused additional unemployment in the showbiz ranks. In Hamburg trade unions have lent a helping hand to the 600 out-of-work actors by taking over some of the closed theaters and presenting benefits. Some of the local factories there have also helped out by selling the benefit tickets to their employees. But the Berlin situation is worse, with 800 unemployed artists and no relief shows possible locally. However, performers outside the city have sent contributions to give the Berlin actors an assist. In Dortmund the Camilla Mayer Troupe, high-wire performers, sent 8,500 Marks collected thru a benefit show; in Munich the Simpl nitery arranged a special show with some of the biggest names in the business giving their talents, and Munich radio also put on a fund raising show. Aging actors reaped the only benefit of a special show done locally, at the Titania Palast recently, by Lilian Harvey, who performed here for the American occupation troops.

The American Armed Forces shows do offer a ray of hope in the situation. According to an announcement in the *Stars and Stripes*, 22 complete shows are planned in the near future for entertainment in American niteries, mostly in the Frankfurt and Strassburg areas. These shows, reportedly, will supply work for 53 German single acts; also Special Services has announced the booking of a nine-girl ork headed by Rudy Starite for stage and nitery shows.

The American Forces Network (AFN) has made a great contribution to entertainment here. The AFN, now in its third year, offers not only American-styled shows, but also special programs including German composers, bands and singers. Their rating is very high with German listeners.

Legit shows have fared a little better than most of the other facets of the biz. Plans seem to be going ahead and two new shows have opened recently, Clifford Odets' *Awake and Sing*, at the Kammerspiele, and *The Laughing Hollander*, a show which revives the popular song hits composed by Hollaender which were banned for 12 years by the Nazis, at the Kabarett der Komiker.

But proof of how widespreadly the new currency has adversely affected all branches of showbiz is the folderoo of *Das Programm*, one-time leading Berlin trade paper. During the Nazis' regime, when the paper was disbanded by them, competitors entered the ranks. The paper tried to make a comeback, but shortages, competition and now the deflation have once again closed its doors—the inability of subscribers to pay for the issues being a not inconsiderable factor.

Multi-Affiliation Deals in TV Spread

NEW YORK, Sept. 18.—The tendency of tele stations toward inking multiple affiliation deals was again evident this week as several outlets signed with both the American Broadcasting Company (ABC) and Columbia Broadcasting System (CBS). WEWS, Cleveland, Scripps-Howard outlet, for example, signed with both webs and in Milwaukee, NBC affiliate WTMJ-TV lined up with ABC and CBS for a three-way set-up.

Other new CBS affiliates include WTVO, Detroit, slated to debut October 24, and WAGA-TV, Atlanta, with its T-Day skedded for December 1. A working arrangement was also concluded with WSPD-TV, Toledo.

In This Issue

Broadway Showlog 42
Burlesque 41
Carnival 63-74
Circus 53-55
Classified Ads 77-80
Coin Machines 91-120
Fairs and Expositions 58-62
Final Curtain, Births and Marriages 45
General Outdoor 46-52
Honor Roll of Hits 20
Legitimate 42-43
Letter List 84-85
Magic 41
Merchandise 77-87
Music 15-38
Music as Written 35
Music Machines 114-119
Music Popularity Charts 20-34
Night Clubs 37-40
Parks and Pools 56-57
Pipes for Pitchmen 86-87
Radio 5-14
Repertoire 44
Reviews: Legit 42-43
  Night Clubs 40
  Radio-Television 8
  Vaudeville 38
Rinks and Skaters 75-76
Roadshow Films 44
Routes: Carnival 52
  Circus 52
  Legitimate 43
  Miscellaneous 52
Salesboards 88-90
Television 10-14
Vaudeville 37-40
Vending Machines 96-113
Vox Jox 17

The Billboard Main Office, 2160 Patterson St., Cincinnati 22, O. Subscription Rate: One year, $10. Entered as second class matter June 4, 1897, at Post Office, Cincinnati, O., under act of March 3, 1879.

Copyright 1948 by The Billboard Publishing Co.

Campbell Connelly Sole Agent for Reid

LONDON, Sept. 18. — Campbell Connelly & Company, Ltd., has completed a deal whereby the firm becomes the sole selling agency for the newly formed Bill Reid Publications, Ltd.

Campbell Connelly also recently acquired the Cameo Music Publishing catalog, which includes *Walter! Walter! Lead Me to the Altar* and other tunes made famous by Gracie Fields.

Conn. Gate Taxes $3,792,692

HARTFORD, Conn., Sept. 18.—Federal admission taxes collected in Connecticut during the fiscal year ended June 30, 1948, amounted to $3,792,692, according to State Internal Revenue Collector John J. Fitzpatrick. Liquor taxes totaled $2,603,605.

NUMBER ONE ACROSS THE MUSIC-DISK BOARD

No. 1 On the Honor Roll of Hits
YOU CALL EVERYBODY DARLIN'
No. 1 Sheet Music Seller
A TREE IN THE MEADOW
No. 1 Most Played on Disk Jockey Shows
TWELFTH STREET RAG by Pee Wee Hunt, Capitol 15105
No. 1 Disk Via Dealer Sales
TWELFTH STREET RAG by Pee Wee Hunt, Capitol 15105
No. 1 Disk in the Nation's Juke Boxes
YOU CALL EVERYBODY DARLIN' by Al Trace, Regent 117
No. 1 Most Played Juke Box Folk Record
BOUQUET OF ROSES by Eddy Arnold and His Tennessee Plowboys, Victor 20-2806
No. 1 Best Selling Retail Folk Record
BOUQUET OF ROSES by Eddy Arnold and His Tennessee Plowboys, Victor 20-2806
No. 1 Most Played Juke Box Race Record
MESSIN' AROUND by Memphis Slim, Miracle M-125
No. 1 Best Selling Retail Race Record
PRETTY MAMA BLUES by Ivory Joe Hunter, 4 Star 1254
No. 1 Sheet Music Seller in England
GALWAY BAY

Leading albums, classical disks, English and Canadian sheet sellers and full score on all music-disk popularity in Music Popularity Charts, pages 20 to 34 in Music Section.

Tix Price Fix Must End, U.S. Warns Firms

(Continued from page 3)

FTC, agreed upon the size, color, style, weight and quality of paper used in tickets and coupons.

Trade Groups Named

Trade associations named in the order are Association of Coupon Book Manufacturers, Amusement Ticket Manufacturers Association, Restaurant Check Manufacturers Association, Clothing Ticket Manufacturers Association, Transit Ticket Manufacturers Association and Licensed Railroad Ticket Manufacturers Association, all of 369 Lexington Avenue, New York. The order is also directed against Gooch and Company, of the same address, a partnership composed of Joseph Gooch Jr., and Edith A. Gooch.

The following manufacturers were named in the FTC order: Globe Ticket Company and Allen-Lane & Scott, both of Philadelphia; International Ticket Company, Newark, N. J.; Keller Printing Company, Arcus-Simplex Ticket Company, Inc., Elliott Ticket Company, Whitney Duplicating Check Company, all of New York: Poole Brothers, Inc., Ansell-Simplex Ticket Company, Inc., Arcus Ticket Company, Inc., Rand McNally and Company, Stromberg Allen and Company, and Hedstrom-Barry Company, all of Chicago; the Toledo Ticket Company, Toledo; McGill-Warner Company and National Checking Company, both of St. Paul; Hancock Brothers, San Francisco; Dillingham Printing Company, Inc., Los Angeles; Specialty Printing Company, Rochester, N. Y.; National Ticket Company, Shamokin, Pa.; Southwest Tablet Manufacturing Company, Dallas; Premier Southern Ticket Company, Inc., and the A. H. Pugh Printing Company, both of Cincinnati; Universal Checking System, Inc., West New York, N. J.; Gibbs-Inman Company, Louisville: Rand Avery-Gordon Taylor, Inc., Boston; Southern Coupon Company, South Birmingham, Ala.; The Baltimore Ticket Printing and Envelope Company, Baltimore;

(See Tix Price Fix on page 36)

The Billboard

The World's Foremost Amusement Weekly

Founded 1894 by W. H. Donaldson

Publishers
Roger S. Littleford Jr.
William D. Littleford
E. W. Evans ....Pres. & Treas
Joseph G. Csida ....Vice-Pres.
Lawrence W. Gatto ....Secy

Editors
Joseph G. Csida ....Editor in Chief
G. R. Schreiber ....Coin Machine Editor
William J. Sachs ....Executive News Editor

Managers and Divisions
W. D. Littleford, General Manager Eastern Division
1564 Broadway, New York 19, N. Y.
Phone: PLaza 7-2800
M. L. Reuter, General Manager Midwest Division
155 North Clark St., Chicago 1, Ill
Phone: CENtral 6-8761
Sam Abbott, General Manager West Coast Division
6000 Sunset Blvd., Hollywood 28, Calif
Phone: HOllywood 5831
F. B. Joerling, General Manager Southwest Division
300 Arcade Bldg., St. Louis 1, Mo.
Phone: CHestnut 0443
C. J. Latscha, Advertising Manager
B. A. Bruns, Circulation Manager
Cincinnati, Ohio Phone: DUnbar 6450
Printing Plant and Circulation Office
2160 Patterson St., Cincinnati 22, Ohio

Subscription rates payable in advance. One Year $10.00. Two Years, $17.50. These rates apply in the United States, U. S. Possessions, Canada and countries in Pan-American Postal Union. Rates in other foreign countries sent upon request. Subscribers when requesting change of address should give old as well as new address.

The Billboard also publishes
Turnover and Vend

19

FFC PONDERS A FACELIFT

Gillette Springs for 600G On Series; 175G for Video

NEW YORK, Sept. 18.—The Gillette Razor Company has committed itself for about $600,000 to sponsor the radio and television coverage of the forthcoming world series, according to reliable estimates. It's the largest bundle ever invested in any one firm's sponsorship of a sports event.

Gillette's exclusive AM-TV deal was set Friday (17) with Ed Kobak, president of the Mutual Broadcasting System (MBS). Mutual controls the series rights both for video and AM. The Gillette deal followed a decision by Ford Motors, which shared the TV coverage with Gillette last year, not to exercise its option this year for half the rights. Gillette had previously committed itself for half the video coverage and all the radio coverage.

Gillette is paying $175,000 for its tele rights and a like amount for the broadcast rights. Last year, the tele rights went for $65,000—meaning that because of the increase in video circulation, the rights have been almost tripled in one year. It's expected that the 19 Eastern seaboard stations will be linked together to carry the telecasts.

City Fairly Sure

With the National League pennant race conceded over, with the Boston Braves winning, there will be no problem insofar as the originating city is concerned. The only other contender, other than the Boston Red Sox in the American League, is the New York team, the Yanks. Thus, either all or half the games will come from Boston—WBZ-TV being the originating station. If the Yanks were to win, the other half would originate in New York.

Gillette's $600,000 total for series coverage represents estimated time costs, plus the $350,000 for rights. The razor firm buys the full MBS network for AM, this coming to $20,000 or thereabouts per day. The usual series procedure is for the stations to get paid for the first four games, all those thereafter being carried cuffo.

Radio and TV money accruing, will, as heretofore, go into the pool split among players, clubs, leagues and the baseball commissioner's office.

NLRB Passes on AFRA Vs. WATL

NEW YORK, Sept. 18.—Three decisions were handed down this week by the National Labor Relations Board (NLRB) on discriminatory discharge complaints made against WATL, Atlanta, by the American Federation of Radio Artists (AFRA), with one finding favoring the union and two agreeing with the station's position.

The NLRB ordered WATL to pay Lawrence J. Mellert, former announcer, the difference between his actual earnings and what he would have received from the station during the past two years, had his employment continued in that period. The Mellert case arose out of two separate charges of discriminatory firing he had made against WATL. After his first charge, he applied for re-employment. When he was turned down, he filed a second charge that WATL had refused to re-instate him because of his original complaint. It was the latter contention which the NLRB upheld.

In the two other cases where AFRA claimed discriminatory discharge, the NLRB agreed with WATL position that its former employee allegedly conspired to miss a news cast. The union had claimed there was no evidence.

Rose Bowl Game Nabbed by CBS; 150G, AM-TV

NEW YORK, Sept. 18.—The Columbia Broadcasting System (CBS) this week clinched a deal for the radio and television rights to the Rose Bowl football game New Year's Day. The price was said to be $150,000.

This year will mark the first time in 21 years that the National Broadcasting Company (NBC) hasn't aired the bowl, which was the first coast-to-coast broadcast NBC ever aired. NBC had first refusal on this year's rights; it wouldn't meet Columbia's 150G bid.

From reports, CBS and Nash-Kelvinator each will kick in with 75G to air the New Year's Day feature. In Los Angeles, KTTV, *The Los Angeles Times* video station in which CBS has an interest, will carry the game, with a film-take-off to be syndicated.

Columbia is stressing big sports events on an increasing basis and its AM-TV rights include Madison Square Garden events, other than fights; the Kentucky Derby and other features.

Emsee Hunt On For 'Everybody'

HOLLYWOOD, Sept. 18. — Biow Agency this week was looking for a new emsee for Philip Morris's *Everybody Wins* airer to replace Phil Baker. Agency cut an audition platter with comic Jack Paar and is skedded to wax another show with Jim Backus. Jerry Colonna and Keenan Wynn are also mentioned as starters in the audition field.

Biow is also mulling replacements for the Mel Torme airer which is headed for cancellation. Prominently mentioned is the new Ralph Edwards airer, *This Is My Life*, which has been optioned. Sponsor is said to be shopping for a mystery airer and is reportedly interested in *Johnny Modero*, last heard on Mutual Broadcasting System.

Johnsons Pick Tab For Med Pubserv

CHICAGO, Sept. 18.—Sponsorship of a documentary show begins here October 18 when Johnson & Johnson picks up the tab for the 15-minute *It's Your Life* series of medical case history interviews on WMAQ. Written and directed by Ben Park, the series is produced by the Chicago Industrial Health Association. Young & Rubicam is the agency.

Park's housing series on WBBM recently was one of the season's top pubserv shows.

Plugger Berle

NEW YORK, Sept. 18.—Use of name stars on a disk which promotes sale of someone else's radio show was a gimmick put into effect here this week by Ray Green, general manager of Kermit-Raymond Radio Productions, for the hour-long transcribed disk jockey show, *Robbins Nest*. The sales promotion record, a 15-minute transcription, features Milton Berle in a comic description of the virtues of the program being plugged, and of its emsee, jock Freddie Robbins. Jo Stafford, Vivian Blaine and Benny Goodman also get in their plugs for Robbins' show, which is a full-hour six-a-weeker.

The presentation disk will be used only by salesmen of stations taking the show, in trying to sell prospective sponsors.

AFRA-Indie Pay Confab Stalled

HOLLYWOOD, Sept. 18.—Negotiations between American Federation of Radio Artists (AFRA) and 10 indie radio stations reached an impasse this week, with the union skedded to take its case before the conciliation commissioner Tuesday (21). In the event an agreement is not reached after the Tuesday meeting, AFRA will call for a strike.

Beef is over a boost in announcers' pay at the 10 stations in question before contracts are renewed. Existing pacts expired Thursday (16). Originally AFRA negotiated for new contracts with 14 indies but was able to reach an agreement with four stations—KIEV, KWIK, KRKD and KXLA. Ten remaining stations jointly locking horns with AFRA are KPMC, KFWB, KLAC, KFAC, KFVD, KFOX and KGER (both of Long Beach), KGFJ, KWKW and KGIL.

Policy-Making Set-Up Hit by House Report

Says Decency Violated

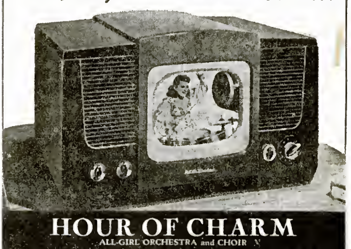
WASHINGTON, Sept. 18. — Top-ranking officials of the Federal Communications Commission (FCC) are mulling a possible procedural shake-up in their organization to meet some of the criticism leveled against the commission today (18) in the long-anticipated first interim report of the House select committee investigating the FCC. The most stinging rebuke in the committee's criticism of the FCC dealt with the power of the FCC's legal department in arriving at a major policy and far reaching important decisions. The House committee, headed by Rep. Forest Harness (R., Ind.), declared that "opinions of the commission are prepared originally by the legal staff with consultation with members of the commission as to their views." The Harness committee report stated further that the FCC's public information director (George Gillingham) "is consulted before decisions are handed down . . . and advises as to possible reaction." The committee declared that this has given the committee "no little concern as to just who and what considerations dictate decisions by the FCC."

Chain of Command

The inside word at the FCC is that some of the legal department's authority may be pared down in the future thru more extensive collaboration with members of the commission before opinions are reached. The FCC, however, is not contemplating any personnel shake-up and apparently is confining its attention to the problem of chain of command in shaping policy. It is generally acknowledged within the FCC that the

(See FCC Maps Plans on page 14)

AS *Beautiful* TO *See* AS TO *Hear*...



HOUR OF CHARM
ALL-GIRL ORCHESTRA and CHOIR
under the direction of PHIL SPITALNY
The Perfect Television Program
PHONE CO 5-[illegible]

This One
K4NH-E2S-6GRW

Indies Hold Reins on NAB, Says Miller at Coast Meet; "Comply With Code or Else"

HOLLYWOOD, Sept. 18.—Control of the National Association of Broadcasters (NAB) no longer rests with the networks, but has shifted squarely to the 1.200-odd indie stations which belong to the broadcaster's org, according to NAB Prexy Justin Miller. Speaking at the annual meeting of the 16th NAB district. held here Tuesday and Wednesday (14-15), Miller pointed out that webs now contribute only $20,000 in revenue to NAB out of a total of over $700,000 subscribed to by radio outlets.

Miller addressed the 65 registered delegates at a luncheon meeting, holding the floor for nearly two hours and going into minute detail on operations and future plans of the NAB. Association head urged compliance with the NAB Standards of Practice (code), warning that unless code is observed, Federal Communications Commission (FCC) would take over and recommend strong anti-radio legislation.

Resolutions passed by area broadcasters included a complete endorsement of the administration of NAB, with particular praise for Judge Miller's leadership. Broadcasters also pledged to take action necessary to insure proper use of Broadcast Music, Inc. (BMI) music. Further resolution calling for a survey of radio set ownership by U. S. Census Bureau was made.

NAB officials attending the meeting included Harold Fair, program department head: Don Petty, general counsel; Dick Doherty, director of employer-employee relations department; Hugh M. P. Higgins, head of broadcast advertising department, and Charles Batson, NAB director of information. Other speakers included Harry Butcher, manager of KIST, Santa Barbara, Calif.; Carl Haverlin, BMI topper; Hugh Feltis, Broadcast Measurement Bureau (BMB) prexy; Syd Gaynor. Don Lee sales manager, and Haan Tyler, KF1 tele program co-ordinator.

HOLLYWOOD. Sept. 18.—National Association of Broadcasters (NAB) has been asked to go to bat for small-town stations in securing a reduction in wire service charges for baseball game recreations. Pitch was made in form of a resolution, introduced by Harry Butcher, manager of KIST, Santa Barbara, Calif., and approved at meeting of NAB's 16th district, held here this week. Resolution asked NAB to "obtain such service from sources on a basis price to the broadcaster commensurate with the size of the market and station's power."

Butcher's request, which could have far-reaching effects on indies if rate changes were made, was brought to NAB's attention following Western Union's (WU) demand that KIST stop recreation airings being supplied by United Press (UP). KIST made deal for delayed play-by-play ticker commentary with UP at approximately one-sixth the rate being charged by WU. WU forced KIST to discontinue airings on grounds that it was the only common carrier having exclusive rights to carry wire accounts of major league games.

Since UP had only an informal agreement with ball clubs, news bureau was forced to halt play-by-play servicing. UP contends that delayed play-by-play accounts, aired several hours after games are completed, are news stories rather than on-the-scene game broadcasts and hence should be offered to all comers without exclusive tie-ups. WU counters with the contention that delayed game rebroadcasts are not news accounts despite time lags.

Butcher seeks to force the Federal Communications Commission (FCC) to take sides on the squabble. Should FCC rule in favor of UP's argument, WU would be forced to chop game rates drastically or surrender rights to exclusive airings. Butcher further argues that "high" WU rates are hurting smaller market broadcasters and depriving their listners of baseball airings. NAB is expected to discuss the problem informally with FCC officials shortly.

KLZ's Public Service Director

MACK SWITZER

KLZ continuously demonstrates its aggressive leadership in the sphere of social usefulness. Switzer directs and co-ordinates KLZ's many efforts to dissect and solve problems peculiar to the Denver area.

KLZ, DENVER

WJR Wins Prize Mich. Grid Series

DETROIT, Sept. 18.—The prize football series of the year was won by WJR this week, with the contract for the University of Michigan games, sponsored by Standard Oil (Indiana). The agency was McCann-Erickson.

The State university games had been eagerly sought by at least three stations.

HOLLYWOOD, Sept. 18.—Members of the National Association of Broadcasters' (NAB) 16th district this week passed a resolution recommending that NAB Prexy Justin Miller prepare a series of transcribed short talks on radio to be distributed to all NAB member stations for airing.

Series would deal with radio and the public and be produced from time to time as problems affecting public relations arise. Matter will go before the NAB board of directors for further study. Judge Miller is known to favor the proposed series.

FCC Rejects Sawyer Bid for 2d FM Outlet

WASHINGTON, Sept. 18.—The bid of Secretary of Commerce Charles Sawyer for an FM station at Springfield, O., has run up against a stone wall. The Federal Communications Commission (FCC) this week denied the application under the multiple-ownership rule.

The FCC said that Sawyer owned an FM permit at Dayton, O., and also owned 52 per cent of the corporation applying for Springfield. Since the two Ohio cities are only 24 miles apart, the commission decided that a grant for Springfield would result in two stations under common control serving substantially the same area.

Confused Agency Definition May Help Stall RWG Strike

NEW YORK, Sept. 18.—The Eastern region of the Radio Writers Guild (RWG) is reported in favor of asking the advertising agencies for clarification of the agency's definition of a free-lance writer. The RWG is contemplating this move both to prevent the strike against the agencies, threatened for October, and to break the deadlock which exists over this definition. However, before any action can be taken the green light must be given by both the Middle Western and Far Western RWG regions which meet over the week-end to discuss the contemplated action.

The agency definition of a free-lance writer has been found to be confusing by many in radio. For example, John Crosby in his Friday (17) *New York Herald Tribune* column asked the RWG to reject the definition on the ground that "any . . . writer . . . would jeopardize his immortal soul . . . in approving such a tortuous definition."

RWG will also resubmit the four-point program to the agencies which it has presented to them in the previous negotiations held earlier this year. These demands include agreement on the definition of a unit, not contesting this definition before the National Labor Relations Board (NLRB), discussion of a minimum basic agreement prior to certification by the NLRB and an agreement by the agencies to a simplified employees election along the lines the American Federation of Radio Artists conducted recently in New York. This would mean a one-time national election, not a series of elections conducted agency by agency.

Agency Definition

The agency definition of a writer follows: "Any agreement shall cover and shall apply only to free-lance writers (as distinct from writers on staff) who are employees of the company while engaged in employee activities (as distinct from independent contractor) and are employed to render personal writing services in the preparation of 'material' (as hereafter to be defined) for radio programs, including but without limiting the meaning of the term 'employee' as used above, any such employee-writer as to whom the company by contract shall have the right to direct and control the performance of such writer's personal services in making revisions, modifications or changes in material originally prepared by such writer."

New York, Chicago and Los Angeles RWG units will meet October 13 to take a strike vote. Meanwhile, in Hollywood this week, RWG reps met with reps of the Associated Broadcast Unions and Guilds (ABUG) and asked for industry-wide support. RWG, within the next week or so, will appeal to the unions comprising ABUG for support in the event of a strike.

Wash. Outlets Settle ASCAP Fee Dispute

SPOKANE, Sept. 18.—The Washington State Association of Broadcasters amicably settled its long-standing dispute with the American Society of Composers, Authors and Publishers (ASCAP) at a meeting here this week.

Last spring the Supreme Court ruled that ASCAP could not legally collect fees on copyrighted songs because it did not file with the secretary of state the title of all such songs used within the State.

Lou Stone, of New York, assistant general counsel of ASCAP, pointed out at the meeting that ASCAP has been conforming with State requirements since April. The association then voted to continue payment of usual fees and left it up to member stations whether to pay fees incurred between the December filing of the suit and April.

H. J. Quilliam, owner of KTBI, Tacoma, presided over the State association during the discussion. The meeting was one of the important sessions of the 17th District meeting of the National Association of Broadcasters (NAB).

Air Build-Up Goes With Film Pacting Of Martin & Lewis

HOLLYWOOD, Sept. 18.—Nitery comics Dean Martin and Jerry Lewis will be given a radio build-up coincidental with their recent pacting of a film contract with Hal Wallis. The team is set for a guest shot on the Edgar Bergen show October 24 as well as a stint on the Elgin Thanksgiving Day stanza. In the works are deals for one-time shots on the Crosby, Jolson and Sealtest-Dorothy Lamour airshows.

Team is reportedly getting $3,000 per radio appearance.

44-50-Mc. Band Is Denied to FM

WASHINGTON, Sept. 18.—Unless Congress revives and passes the Lemke Bill in the next session, the band 44-50-mc. is definitely lost to FM as a result of the flat refusal of the Federal Communications Commission (FCC) this week to reopen the record on the band, which has been assigned to fixed and mobile service.

At the same time, the FCC denied a request by the FM Association (FMA) to extend until January 31, 1950, the time when all FM activity in the band must be discontinued. Authority for FM use of 44-50 mc. runs out the end of this year.

The FCC's refusal to reopen the record was made in answer to a request by FM inventor Edwin Armstrong to reconsider the agency's refusal to allocate a portion of the band for FM relays.

Armstrong is expected to continue his efforts to get Congress to pass the bill introduced last session by Rep. William Lemke (R., N. D.) to set aside a portion of the 44-50-mc. band for the use of FM relays.

WBIS, New Hartford Outlet, To Bow Oct. 1

HARTFORD, Conn., Sept. 18.—WBIS, new daytime standard outlet at Bristol, Conn., will begin operations about October 1. The station will broadcast on 1,440 kilocycles, daytime only. The head of the concern is Dr. Benjamin Sachner of Bristol.

20 Stations Drop Foreign Tongue Shows

NEW YORK, Sept. 18.—Foreign language programs have been dropped from 20 radio outlets since the early part of 1945, according to a recent report by the Common Council for American Unity. Only 126 such stations as against 146 three years ago now air shows in the native tongues of foreign-language population groups.

These 126 stations, the bulk of which are located in Pennsylvania, Texas, Massachusetts, California and here, broadcast a weekly total of 314 programs in 26 foreign tongues, some 1,000 hours of foreign language time per week.

WHOM, local indie, leads the field with 120 hours weekly, beamed primarily to the estimated 2,000,000 Italian-speaking and about 500,000 Polish-speaking listeners in the metropolitan area. Foreign language stations now operate in 30 of the 46 States.

The decline in this latest survey is in contrast to earlier findings by New York indie WOV, which forecast continued strong demand for this type programing.

WILM GOES AT 205G

WILMINGTON, Del., Sept. 18.—Station WILM, owned and operated by the Delaware Broadcasting Company, has been sold for $205,000 to the Hawkins Broadcasting Company, Inc. An agreement signed August 31 calls for the Hawkins firm to secure its notes to sellers by pledging stock now being offered for sale.

State Dept. "Voice" Group To Study Broadcast Policy

WASHINGTON, Sept. 18.—The State Department's *Voice of America* policy is in for a going over at the first meeting of the five-man advisory committee late this month, State officials said this week. With news and entertainment programs having received little criticism, the committee set up under the Smith-Mundt Act is expected to devote much of its time to the educational and information broadcasts which take up 63 per cent of the *Voice's* time.

With the State Department taking over complete control of all broadcasts October 1, plans for expansion of over-seas broadcasts are moving ahead fast. The first new program is to be a 30-minute daily newscast to the Ukraine. Broadcasts to Poland are also to be stepped up in the near future, according to State Department plans.

To facilitate reception of *Voice* broadcasts behind the Soviet iron curtain, the State Department is getting ready to spend $4,500,000 to build new relay stations, most of which will be constructed in Western Europe by the army engineers. The State Department hopes that the relays will step up the broadcasts enough to minimize the effect of Soviet jamming, which is still going on despite U. S. protests.

Contents of State Department programs are to continue with approximately the same ratio as at present: 63 per cent education and information, 31 per cent straight news, and 6 per cent music and entertainment.

Following its first meeting late this month, the *Voice* advisory committee will meet at intervals of about six weeks. Its first report to Congress is likely to be made in late January or early February. Members of the committee are Justin Miller, president of National Association of Broadcasters (NAB); Mark Ethridge, publisher of *The Louisville Courier-Journal;* Erwin Canham, editor of the *Christian Science Monitor;* Mark May, Yale University, and Philip Reed, board chairman of General Electric Company.

FMA Meet Sept. 27 at Chi To Wave Olive Branch at Mfrs.

WASHINGTON, Sept. 18.—The FM Association (FMA), which has been criticising the reporting methods of the Radio Manufacturers' Association (RMA) on FM set production (*The Billboard*, September 18), is expected to make a harmony gesture when it names a special liaison committee to confer with RMA at FMA's annual convention in Chicago September 27-29. The FMA convention will set the stage for a stepped-up promotion drive for all phases of FM, including set manufacturing, distribution and broadcasting. FMA has been urging that RMA list breakdown figures on FM-TV set production in RMA's routine production reports.

The FMA convention will also be highlighted by studies of FM's use in "transit radio"—on busses, trains, taxis, etc.—and the role of facsimile in FM. A facsimile session slated to start at 3 p.m. September 26 will cover the general topic of "FM-Facsimile as a Money-Maker," it was announced by C. M. Jansky Jr., chairman of the convention agenda committee. The conclave will open September 27 at the Sheraton Hotel in Chicago. The facsimile session on the second day of the convention will lead off with a discussion of "Facsimile, a Progress Report," under the direction of John V. L. Hogan, president of Radio Inventions, Inc. Talks will include the following: "The Manufacturer's Stake in Facsimile," "Profitable FM-Fax Operations," by Elliott Crooks, veepee of Radio Inventions, Inc., and "The Facsimile Market," by F. R. Meyer. Jansky, in addressing the session, will describe facsimile's future as "an adjunct of FM broadcasting in virtually every city of the country."

According to Marion Claire, FMA convention chairman and director of WGNB, Chicago, a record attendance is indicated by advance registrations. Everett Dillard, FMA president and head of Continental FM Network, will deliver the keynote speech opening the convention, followed by a report of the nominating committee headed by M. H. Bonebrake, of KOCY, Oklahoma City. Follow-up talks will be made on dealers' problems. At a luncheon the second day, Bond Geddes, RMA executive vice-president, will be the featured speaker, and it is anticipated that the introduction of Geddes will seek to emphasize a theme of harmony between the two associations, inasmuch as Geddes last week took exception to criticism raised against RMA by J. N. (Bill) Bailey, executive director of FMA. The convention's third-day sessions will be climaxed by the annual FMA board meeting. Balloting will take place on six directors, and the new board will elect officers for the new year. Prizes will be awarded for a number of FMA contests, and half a dozen manufacturers' exhibits are scheduled to be displayed.

better take this news sitting down!

IT HAS BEEN proved by an independent survey. More people turn to WOR for news than to any other N. Y. station. WOR tops all other New York stations in news-listening. When it comes to news, more people come to WOR. Sponsors of WOR news programs have long suspected as much, for WOR news has always done a remarkable job of selling products.

WHO WAS QUESTIONED? 2,000 people in the 10-county Metropolitan New York area. 1,000 men and 1,000 women.

WHAT WERE THEY ASKED? "What radio station do you prefer for news broadcasts?"

HOW DID THEY ANSWER?

Station	*% of total*
WOR	**27.2**
X	**15.7**
Y	**12.4**
Z	**10.3**
A	**8.8**

The rest filtered down from 3.9%, and 11.1% had no preference.

WOR has some unsponsored news periods left. We earnestly urge you to put in your bid early. Call LOngacre 4-8000.

—heard by the most people
where the most people are

WOR

mutual

Bob Hope Show

Reviewed September 14

LEVER BROS.

(For Swan Soap)

Thru Young & Rubicam, Inc.

Bernard Pagenstecker, Acct. Exec.

Via NBC

Tuesdays, 9-9:30 p.m.

Producer, Al Capstaff. Writers, Larry Marks, Larry Gelbart, Marvin Ficher, Al Schwartz, Mort Lachman and Cy Rose. Announcer, Hy Averbach. Music, Les Brown. Cast: Bob Hope, Doris Day and Bill Farrell.

Current Hooperating for the program (Starts Sept. 14)	None
Average Hooperating for shows of this type (Situation Comedy)	5.0
Current Hooperating for program preceding (Carmen Cavallaro)	4.6
Current Hooperating for program following ("Call the Police")	5.7

CURRENT HOOPERATINGS OF PROGRAMS ON OPPOSITION NETWORKS

ABC: "America's Town Meeting"	1.8
CBS: "We, the People"	8.1
MBS: "Gabriel Heatter"	7.0

Bob Hope is back on the air again in a new time (9 p.m.) with a new format and a new Lever Bros.' product, Swan Soap, marking his first product change in the 10 years he has been airing for Pepsodent, which a few years ago entered the Pepsodent stable. About the best that may be said for Hope's new effort, on the basis of his initial offering, is that while he may deserve an "A" for effort, in endeavoring to change a worn-out program format, he rates about a "Z" for results achieved.

The new layout has eliminated Hope's opening monolog—which inevitably was the best part of his show, all the stooges associated with him for years and virtually all of the Hope characteristics which had been implanted in the minds of listeners for more than a decade. As Hope himself well knows, it takes a long time to establish either a new comedy character or routine and it well may be too soon to pass anything approximating a final verdict. But the very style of the new show offers little hope—lower case "h".

More than likely the one phase of Hope's old layout which should have been retained was that opening monolog, which almost always got the program off to a sizzling start and which was so much in keeping with Hope's own brash style. Now he has resorted to that most hackneyed of gimmicks, a mock newsreel, as trite a comedy device as is around radio. It's the sort of business which even when first-rate, suffers from banality, and when it's not very good, as it was opening night, it's really horrid. Beyond that, this first show showed little evidence of character or form.

Hope's two new vocalists are Bill Farrell and Doris Day. Farrell was not especially impressive in his debut, altho Miss Day not only delivered well but exhibited better than average competence in reading her lines. Les Brown's orchestral support is first-rate. *Jerry Franken.*

WLW
700 ON YOUR DIAL
THE NATION'S
MOST
MERCHANDISE-ABLE
STATION

Radio and Television Program Reviews

Designates Radio Review

Designates Television Review

George Gallup Show

Reviewed Sunday (12), 10-10:15 p.m. Style—Forum. Sponsored by Merrill, Lynch, Pierce, Fenner & Beane. Advg. mgr., Lewis Engel. Thru Newell-Emmett Co. Acct. exec., Tom Maloney. Directed by Fred Rickey. Cast: Dr. George Gallup as emsee, Susann Shaw as his secretary; Rex Marshall, announcer.

This is a thoroly satisfying television show, which, with a fine sense of pace, presents a mass of informative material, both in its general contents as well as in the commercials. Even George Gallup's slight hesitancy as a mike and ike speaker contributes favorably; it adds, somehow, to his air of authority. May sound paradoxical, but it's true.

The program is a pre-election study of probable results, plus other programs, such as this one, dealing with factors bearing on elections. Thus, on this show, Gallup analyzed the percentage of non-voters in the U. S., compared with other nations, and projected a forecast as to the outcome in the event both parties turn out a greater vote than heretofore. (Don't worry, Tom.)

One Fluff by Gallup

The set shows Gallup at his office desk in a discussion with Rex Marshall, the announcer. Neither appears to work from a script. Once, as a matter of fact, the eminent pollster fluffed, apparently because of this fact. The instance came about when animated charts, showing vote totals in various nations, popped onto the screen, with Gallup forgetting the sequence. The visual chart, however, transmitted the same information, so no harm was done. The charts themselves are well introduced via Gallup's "secretary," Susann Shaw.

Similarly, Miss Shaw leads into the commercials, via queries thrown at Marshall, who does a corking job thruout, and who, against appropriate film clips, discusses elemental facts about the stock exchange. These make fascinating listening—in fact, the commercials were all too brief. Brother, that's praise indeed.

Jerry Franken.

Meet the Press

Reviewed Sunday (12), 8:30-9 p.m. Style—Forum. Sponsor, Maxwell House Coffee, General Foods. Agency, Benton & Bowles. Via WNBT-TV (NBC East Coast video network). Producer, Martha Rountree. Director, Herb Leder. Cast: Martha Rountree, moderator; Elizabeth Bentley, guest; Nelson Frank, Inez Robb and Cecil Brown.

Even tho, by its very nature, it lacks animation, *Meet the Press* shapes up as a first-rate television enterprise. In this, the initial program, much, if not virtually all, the interest stemmed from the presence of Elizabeth Bentley, self-confessed Communist, recently turned State's witness. Heralded in the dailies as a society girl whose conscience suddenly caught up with her—if, indeed, it didn't run ahead—Miss Bentley was a box-office natural. If succeeding victims of the *Meet* inquisitors stack up similarly it should have a high-ranking video career.

Format is virtually the same for video as it is for radio, with one reporter after the other firing ques-

(See Meet the Press on page 13)

Tots, Tweens 'n' Teens

Reviewed Thursday (16), 7-7:30 p.m. Style—Variety Kid Fashion Show. Participating sponsorship by a group of manufacturers with Macy's, New York, as host. Thru Television on Parade (TOP) Productions, Inc., over WABD, New York City (DuMont Television). Production supervisor, Arthur Knorr; director, Raymond E. Nelson. Script by Hume Dixon. Cast: "Oky Doky" (a puppet created by Raye Copelan), Dayton Allen ("Oky Doky's" voice).

Here's a video show that's a switcheroo on radio. Instead of the usual format of entertainment as the basic ingredient, with the sponsor's message spotted as opening, middle and closing, this so-called production plays with meager show fare like so many spot announcements to be tolerated between almost unceasing children's clothing commercials.

Hanging their assembly line of juvenile models on a spider's thread in the person of Oky Doky, mustachioed puppet, whose search for a magic word calls for the kids to try on everything in R. H. Macy's warehouse in order to look thru the pockets, the producers haven't stopped there for sheer boredom. They've supplemented the commercials with kid song and dance talent that shouldn't happen to a birthday party. The crowning blow was the appearance of a tap dancer in peasant blouse and skirt on a snow-covered set used a moment before displaying snowsuits. That's all, brother.

Ira Hecht.

People Are Funny

Reviewed September 14

BROWN & WILLIAMSON TOBACCO CO.

(For Raleigh Cigarettes)

Thru Russel M. Seeds

and packaged by John Guedel Productions

Via NBC

Tuesdays, 10:30-11 p.m.

Producer-director, John Guedel. Production manager, Irvin Atkins. Writers: John Guedel, Art Linkletter, Jack Stanley, Walter Guedel, Bob Dorn. Announcer, Rod O'Connor. Emsee, Art Linkletter.

Current Hooperating of the program (Began September 7)	None
Average Hooperating of shows of this type (Audience Participation)	8.1
Current Hooperating of show preceding (Meet Corliss Archer)	5.0
Current Hooperating of show following (Sustaining)	None

CURRENT HOOPERATING OF PROGRAMS ON OPPOSITION NETWORKS

ABC, CBS, MBS: Sustaining	None

Art Linkletter is back on the air once again flying the Raleigh cigarette banner and once again proving that people are funny. The time is new (Tuesdays instead of Fridays), but the show's the same. Contestants find themselves suddenly involved in situations largely based on the practical joke theme. The real fun begins when they report the consequences of the gags on unsuspecting citizens. For the most part, the results bear out the show's title.

Typical of the show's gimmicks was this week's (14) dropping of an egg from 2,000 feet above the ground. The contestant who guessed it wouldn't break turned out to be correct, for it was safely carried in the palm of veteran parachutist Ralph Wiggins, who enlivened the program and his 313th jump by describing the event in a two-way conversation.

Whether the show is succumbing

(See People Are Funny on page 14)

Sealtest Variety Show

Reviewed September 16

SEALTEST, INC.

A. R. Stevens, Adv. Mgr.

Thru N. W. Ayer & Sons, Inc.

John Upton and George Reese, Acct. Execs.

Via NBC

Thursdays, 9:30-10 p.m.

Producer-director, Glenhall Taylor. Writer, Harold Harris. Music, Henry Russell's ork, Crew Chiefs Quartet. Cast: Emcee, Dorothy Lamour; plus one dramatic and one comedy star guest of major stature each week by arrangement with the American Federation of Radio Artists. Guests this show: Ray Milland and Eddie Bracken.

Current Hooperating of the program (Began September 9)	None
Average Hooperating of shows of this type (Variety)	8.0
Current Hooperating of show preceding (Music Hall)	5.6
Current Hooperating of show following (Bob Hawk Show)	5.0

CURRENT HOOPERATING OF PROGRAMS ON OPPOSITION NETWORKS

ABC: Sustaining	None
CBS: "Crime Photographer"	[illegible]
MBS: "Revere All-Star Revue"	1.8

The new Sealtest show, with Dorothy Lamour serving as ringmaster, has plenty of ambition, but it tries to do too many things and all too few are done well enough. Replacing last season's Jack Carson-Eve Arden show, the current series doles out a healthy wad of cabbage each week to the health insurance fund of the American Federation of Radio Artists (AFRA), with the guesters co-operating via low-fee appearances. Miss Lamour sings, gags and emotes. The guests provide comedy and drama. The show features top-flight Hollywood names. What more can you want? A little more quality, perhaps, instead of sheer quantity.

Miss Lamour's singing is simple and frequently quite lilting, and when

(See Sealtest Variety on page 14)

Girl of the Week

Reviewed Thursday (16), 7:45-7:50 p.m. Style—Miscellaneous. Sponsored by Julius Kayser Company, thru Padula Productions over NBC Television Network (WNBT), New York City. Production supervisor, Edward Padula; director-narrator-writer, Thelma A. Prescott; lighting consultant, Richard Lawler; cameraman, Santino Sozio. Cast (this week): Phyllis Frankland.

The Girl of the Week (this week, at any rate) appeals primarily to women viewers. A five-minute film package telecast by WNBT and produced by Padula Productions, *G-O-T-W* could easily develop into an interesting filler series. The approach is vocational, career-girl stuff, judging from the stanza seen (16).

With background scenes illustrating the story, the film depicted evolution of a dress design by a certain Phyllis Frankland, of Jackson, Tenn., described at the climax of the program as one to be watched among new dress designers. The gal's progress on a scholarship to the Parsons School of Design was captured from inspiration of pattern thru the selection of cloth, cutting, sewing and finally modeling in competition, to emerge the winner.

Commercials for Kayser hosiery showing close-up of product were in keeping with the brevity of show, e.g., "Be wiser, buy Kayser."

Ira Hecht.

SAN FRANCISCO
LOS ANGELES
$99
phone OR 9-0180
Assoc. Airlines

NEW BAN-LIFT FORMULA

Ban-Dodging Punishment A Moot Issue

How Far Can AFM Go?

HOLLYWOOD, Sept. 18.—Just how far the American Federation of Musicians (AFM) can go in taking action against musicians cutting records in defiance of the ban is a moot question. Judging by actions taken by several AFM locals, the union's current policy is to put increased pressure on wayward members—but this increased pressure thus far falls short of definite action against the tootlers. The inhibiting element, of course, is the fact that union execs are wary that disciplinary action may be illegal under the Taft-Hartley Act and may therefore backfire.

Local 47 here took its first preventive measure by passing a regulation forbidding members to "rehearse" at any local recording studio, except for "definite musical work in preparation for making a radio audition record." Orksters must also notify the local of time and place of such rehearsals prior to the date.

The restrictive measure was adopted after a group of sidemen was discovered Sunday (12) at a recording studio by Phil Fischer, Local 47 recording rep.

In the jurisdiction of New York's Local 802, it was learned that two men cutting records had been "apprehended." A strong report was that they were to be brought up on charges, but Dick McCann, union prexy, said he knew "nothing about it."

Chi Sherman Date Caps JD's Return

NEW YORK, Sept. 18. — Jimmy Dorsey's full-swing return to active batoneering will be capped with a four-week date at the Hotel Sherman in Chicago, beginning November 19. Dorsey commences his new operation with a one-nighter swing thru the East and Canada around the first of October. Sandwiched in between the one-nighters will be a one-week stop at the Kovakas Club in Washington, beginning October 10.

Other orks lined up for the Sherman, which is reviving a name ork policy in its Panther Room after a one-year lay-off, include Tex Beneke (beginning November 26) and Skitch Henderson (beginning December 10).

Mercury Unveils New Line of 25c Kidisks

CHICAGO, Sept. 18. — Mercury Records this week unveiled what it believes to be the first series of seven-inch kidisks on unbreakable plastic in the 29-cent class. Other competitive platters are on the paper backing, while the new Mercury series will be of the same composition as its 10-inch kid series.

In addition to the single sales, the Mercury seven-inch rack will hold a number of three-platter packages, which will market for 89 cents. Initial release will be 20 disks, with a tentative monthly release of four platters.

Psst! Petrillo!

NEW YORK, Sept. 18.—Some wax dates are now being done with that cloak-and-dagger touch!

A recent such shenanigan was witnessed by Harry S. Goodman, transcription producer, who happened to walk into one of the better recording studios. HSG was given a mask to wear. When he donned same and got into the inner sanctum, the tootlers were hard at work making a side and outfoxing Petrillo. They were all wearing masks!

What next?

New Indie Set On Disc's Wax

NEW YORK, Sept. 18.—Utilizing some 600 masters acquired from Moe Asch's Disc catalog, a new indie is opening shop here under the name of Holiday Record Company. Nominal owner and director is Nelson Lewis, formerly with Disc as sales manager, but backing is understood to have been put up by George J. Erlinger, owner of the Eastern Record Company plant.

Half of the masters were purchased by Erlinger from Asch, the others from the Clark Phonograph Record Company in Newark, N. J. George Clark has acquired masters from Asch, who had assigned them to Clark in advance of pressing as security against pressing charges. When Asch defaulted, Clark kept possession.

Lewis said that the Holiday label will aim for a mass rather than a cultist sale, with emphasis on race, jazz, rural and authentic folk material. The platters, all 10-inchers, will retail for 79 cents, with the first release of six due next week, including sides by Charlie Ventura, Errol Garner, Muggsy Spanier and Lonnie Johnson. Eastern Records will press, and distribbing will be done by some of the distribbers who had handled the Disc line. Phoenix has been set as New York distribber.

Paul Ackerman BB's New Music Editor

NEW YORK, Sept. 18.—Paul Ackerman, who has covered the radio, music, night clubs-vaude and other beats for *The Billboard* for 13 years, except the war years during which he was in service, is now the paper's music editor, replacing Joe Carlton, who left several weeks ago. Carlton is taking a short vacation before announcing his new plans. Hal Webman will serve as music department associate editor under Ackerman. Jerry Wexler continues as the department's third man, and Bill Simon, replacing Tony Wilson who exited several weeks ago, is a new music staff addition. Simon was formerly artist and repertoire director for a number of indie diskers including Vox, Gotham and Continental.

Wilson is now with Bobby Mellin's Music firms. Mellin and Wilson this week secured joint ownership of Judson Music BMI firm, which contains the original material in the Super Disc catalog, containing race, spiritual and hillbilly material. The Super Disc record firm was recently purchased by MGM Records.

Petrillo's Latest Proposal Gives Lawyers a Workout; New Wrinkles in Old Plan

Free Public Concerts Would Help Jobless

NEW YORK, Sept. 18.—The latest attempt of the American Federation of Musicians (AFM) to work out with disk companies an amicable and legal solution to the recording impasse shapes up as another forerunner of protracted skull work for the attorneys involved. James C. Petrillo's move, tho a major one in that it highlights the AFM prexy's desire to get his men back to work, is regarded by the disk companies not as an actual "plan" which would permit operation under the Taft-Hartley Act, but rather as an involved outline for a plan still to be formulated. And from initial reactions of record company execs, it was apparent that wide differences exist regarding their interpretations of phases of the document which was submitted this week by Milton Diamond, AFM counsel.

The AFM outline, sent by hand to representatives of most of the wax industries here Thursday (16), has been interpreted in many quarters as being the so-called "Guaranty Trust" [illegible] number of new wrinkles. It is understood that the document calls for the appointment of a neutral trustee who would make deposits and disbursements of collected royalties and would hire musicians for free public concerts to alleviate the AFM's acute unemployment problem. The trustee would deal directly with a depository (again the Guaranty Trust Company is suggested). Up to this point the diskers appeared to be fairly well agreed on the interpretation of the paper.

Points of Difference

But some difference of opinion showed in the following facets of the outline. One faction opined that the trustee's disbursements would be subject to union approval, according to the incomplete details of the paper. Another agreed that union approval of disbursement is asked but that this approval is restricted by a clause which reportedly says that the AFM "may not unreasonably withhold its consent." Still a third party, prefacing his opinion by claiming to have gone over the paper once and lightly, was considerably surprised to learn that such clauses existed in the pact.

It is generally agreed in the trade that there is a possibility that this outline has the potential to be worked into a legally feasible plan for settlement. But it is pointed out that this outline in its present form could hardly lead to an immediate settlement of the ban. It is acknowledged that disker and union attorneys should enjoy a field day trying to whip the outline into an actual plan.

The diskery lawyers met with Diamond this week prior to the submission of the outline. The diskery attorneys alone are skedded to meet in the early part of the coming week to attempt to thumbnail thru the paper and evaluate its content.

No Royalty Demands

To highlight the fact that the paper is no more than a bare outline, it is pointed out that it contains no specifications and makes no demands with regard to the amount of royalties the AFM intends to demand. Until the Petrillo edict was issued the union was paid rates which ranged from one-fourth cent per 35-cent record to 5 cents for $2 disks.

Perhaps prematurely, one major disk exec revealed that his firm intends to make Petrillo an offer to duplicate the sum which the union collected from his firm in 1947 annually. This provided the volume for a given year equals the 1947 volume. This 1947 figure would represent a maximum annual payment. It is remembered that most major firms' tallow prices have risen from 50 and 60 cents to the 75-cent mark (in the pop field) during and since 1947 and should they enjoy numerically the sales of that year this offer may well be construed as a slice in the Petrillo royalty figures.

Officially most of the diskers, in-

(See Petrillo's Latest on page 36)

Oberstein in Kidisk Field

NEW YORK, Sept. 18.—Eli Oberstein is invading the kidisk mart with the release of an Uncle Don series on 10-inch unbreakable plastics. Sides will be pressed from masters acquired recently when Oberstein purchased the Sonora catalog. Selling will be direct to chain and department stores, and entree figures to be comparatively easy since Oberstein's descent on the market with his Varsity 39-centers.

The platters, to be packaged as singles and in twos in special covers, will retail at 79 cents, and $1.58 for two. The label name has not yet been decided upon. The Uncle Don series used to be sold under the Sonora label when the company was owned by Milton Benjamin and his wife, Marie Reubens, from whom Oberstein bought the catalog.

Philly Gets Its 1st 100% Rumba Room

PHILADELPHIA, Sept. 18.—The Coronet Cafe, erstwhile midtown class boite now serving for private party catering, becomes the first hip-swaying dancery for Philadelphia. Ed Benjamin, starting next week, will take the room over for rumba dance promotions Wednesday, Thursday and Friday nights. This marks the first time here for a ballroom devoted exclusively to the make-a-box addicts.

For the rumba rhythms, Benjamin is bringing in Pepito's band as a starter, with added attractions in Latin dance exhibitionists. The promotion experiment is being viewed here with more than casual interest, apart from the novelty operation, in view of the fact that the Rhumba Room of the class Chateau Crillon this season found it advisable to temper the all-Latin diet with domestic talent.

Few Tootlers in TV Despite AFM Ban Lift; More Jobs Seen If No Steep Pay Hikes

Present Musician-Video Pact Ends in October

NEW YORK, Sept. 18.—Check-up of TV programing approximately six months after Petrillo lifted the ban on use of musicians on video indicates (as most trade observers expected) a paucity of musician employment as yet. When the new season gets well under way employment of live musicians is expected to take a hike if—and it's a big if—the American Federation of Musicians (AFM) does not inaugurate any drastic hikes in scale. The AFM tele contract which now covers use of musicians on video is simply a six-month termer, and the attitude of video men is that employment of live musicians can be expected to grow as additional TV circulation brings more sponsors and revenue into the industry.

The current pact was inked in April and is expected to be renegotiated in October. As one top TV programing chief summed up the picture: "There promises to be an ever-increasing abundance of musical shows. Let him (Petrillo) play ball with us and hike the scale gradually so that we can all stand it." He cautioned that TV operators, in the years of the ban, had learned "an awful lot" regarding TV operation sans music. Implication, of course, is that if necessary TV can do it again—but he made it clear that the industry would prefer to go ahead with live musicians.

New York Pic

The picture stacks up as follows in the New York area. The National Broadcasting Company is tops in live musician employment, its lead programs being *The Texaco Star Theater*, with 16 men led by Alan Roth, and the Lanny Ross-Swift show with 11 men. According to Local 802 (AFM), these commercials are the lushest programs in the New York area. In addition, NBC's *Musical Merry-Go-Round*, Friday nights at 7:30, uses three men; *Musical Miniatures*, generally aired twice weekly at 7:30, usually averages a total of five men for the two nights; *Howdy Doody*, done five nights weekly, uses one organist in addition to Bob Smith's pianistics; Kyle McDonnell's *Girl About Town*, 8 p.m. Wednesdays, uses a trio, and *America Song*, Tuesdays at 7:30 p.m., one musician. Some of these programs may vary, but the figures represent a sample week.

NBC points out that most of the musicians on these programs are non-staffers—a very important point, inasmuch as the Petrillo pact permitted interchangeability of staffmen on AM and TV within the work week, except in the case of direct duplication, in which event the staffers get $7.50 extra.

It is also notable that NBC uses live musicians on one-shot shows which are apart from the regular schedule. For instance, last week, a show tabbed *Sunday Night Concert Hall*, used 13 men.

Columbia's Picture

Top programs on the Columbia Broadcasting System (CBS), in point of view of musician employment, is the Ed Sullivan show bankrolled by Emerson and using a Ray Bloch led group of 15 men since its inception June 20. The web's *We, the People* uses approximately a dozen men off-stage, but this is an AM-TV job, with the musickers getting the additional payment. CBS on its *Face the Music* program uses the Tony Matullo trio five nights weekly, and also uses a pianist on the Barry Wood *Places Please* layout.

The Daily News outlet, WPIX, and DuMont have no AM affiliations and therefore cannot take advantage of the Petrillo-TV pact's interchangeability clause. Despite this, about 10 musicians weekly are used on the Eddie Condon once-weekly show and an average of seven musicians weekly on its *United Nations Carnival* airer. *Record Rendezvous* averages three a week.

DuMont as yet does not use instrumentalists, its musical programs making use of pianists. For instance, *Original Amateur Hour* uses two, and *Doorway to Fame*, *Birthday Party* and *Champagne and Orchids* each use one.

802's Rhubarb Goes Again on Sept. 27

NEW YORK, Sept. 18.—The executive board of Local 802, American Federation of Musicians (AFM), voted Thursday (17) to hold a by-law meeting September 27 in place of the one which disintegrated earlier this week when Prexy Richard McCann walked out on the latest in a series of tumultuous membership meetings. According to opposition spokesmen from the Unity and Coalition groups, it was then the intention of the Blue Administration to finish the by-law business in an executive board rather than a membership meeting. The opposition thereupon collected signatures to a petition to AFM head James C. Petrillo asking him to restrain the local's executive board from acting on the unfinished business of the by-law meeting.

Yesterday, however, the executive board agreed to hold a repeat membership by-law meeting, and the Unity-Coalition group, which professes to have amassed more than 1,500 signatures, withdrew the petition.

Additional Duties For Cap's Stabler

HOLLYWOOD, Sept. 18.—Robert Stabler, Capitol's assistant national sales manager, was this week handed the additional chores as diskery's director of advertising, sales promotion and public relations. Stabler was formerly regional manager of Capitol's Midwestern division out of Chicago and was later transferred to New York to head the Eastern division. Stabler was moved to Cap's Hollywood headquarters to assist Floyd Bittaker, veepee and head of national sales.

A few weeks back when Dan Anderson resigned as director of the company's public relations department to go into biz, Stabler temporarily took over Anderson's chores. Stabler will continue to supervise that department should there be a replacement for Anderson. George Oliver will continue in his post as Capitol's advertising manager.

Lubinsky Buys Hunt Disks

NEW YORK, Sept. 18.—Herman Lubinsky, head of Regent and Savoy, has purchased eight Pee Wee Hunt masters and will make the first release within a week. This will be *Muskrat Ramble*, backed by *Basin St. Blues*, on the Regent label.

Apple Theft

NEW YORK, Sept. 18.—Benny Goodman recorded here last week. The tune was *Stealing Apples*, and playing along with Benny on the date were be-bop stars Wardell Gray and Fats Navarro. But the clarinet boss will not be hauled up before Petrillo on a ban violation charge; the date had full benediction of the American Federation of Musicians. The recording is one of a series Capitol is making with all proceeds going to the Damon Runyon cancer fund. There's a promotional gimmick, too. The tunes being waxed are from the Danny Kaye flick, *A Song Is Born*, in which Goodman appears.

BMI Contests Small Pubbers' Royalty Suit

NEW YORK, Sept. 18.—Broadcast Music, Inc. (BMI), will move Monday (20) in State Supreme Court for dismissal of the complaint brought by four small music publishers asking an accounting on monies collected by BMI from the public performance of music in hotels, cafes and similar places of entertainment, and any additional sources other than radio. The suing publishers are Charles E. McCord, of Shermack Company; Joseph Nuccio, Crestwood Music Publications; Robert Reynolds, Mellow Music Publishing Company, and Perry Alexander, Dubonnet Music Publishing Company.

BMI contends that the State court has no jurisdiction because the case arises from questions of copyright, that the complaint offers insufficient facts for the granting of relief, and that the plaintiffs do not represent the class they purport to represent.

The complaint of the small publishers asks, in addition to the accounting, that BMI be restrained from collecting for the performance of plaintiff's tunes, and that BMI be enjoined from entering into license agreements with owners of places of entertainment. The plaintiffs also contend that BMI entered into agreements with them and others in 1942 only for performance of their copyrights over the air, since which time the defendant has compiled a catalog of some 1,550 publishers. Of these, the complaint states, 1,500 have been paid a total of $100.000 out of BMI's income of $10,000,000. The remaining 50 publishers, the complaint alleges, are completely controlled and dominated by BMI.

Philly's Grimes Joins Action

PHILADELPHIA, Sept. 18.—David A. Grimes, head of Grimes Music Publishers here, has joined in the action instituted by Perry Alexander and three other publishers against BMI in seeking a share of the public-performance monies collected from non-radio sources such as night clubs and hotels, amusement parks and theaters.

Alexander, according to Grimes, has been contacting BMI publishers thruout the country to join in the suit against the performance rights society. In giving Alexander and the other original complainants consent to press the court action in their behalf, the BMI publishers are advised in an affidavit to be signed by them that "there will be no commitment on your part to pay any counsel fees or expenses except that should our suit be successful you will be required, out of any monies recovered, to pay fair and reasonable counsel fees."

Mercury Set With Decca as British Distrib

Pop, Jazz, Folk and Race

LONDON, Sept. 18.—With its first two releases skedded for issue this week, the English Decca diskery has completed a long-pending deal with Mercury Records to press and distribute the Yank firm's product in Great Britain. Mercury, via an envoy, John Hammond, several months ago arranged for the English Decca firm to press and distribute its classical line. Completion of the deal, which involved clearance thru the Bank of England for the American waxworks, will bring the entire Mercury pop, jazz, folk and race catalog into the English Decca fold for Great Britain.

First Mercury-made disks skedded for English release will appear on the English Decca-operated Brunswick label. They include the Frankie Laine *That's My Desire*, American smash, and the Jan August *Misirlou* disking.

Also on the Brunswick release for the month is Rondo recording of *You Can't Be True, Dear*, with organist Ken Griffin and singer Jerry Wayne featured. This hit waxing was brought into the English Decca empire via a deal with a firm known as Towers of London, which in turn arranged the details with the small Chicag firm.

802 Hires Berle As Legal Counsel

NEW YORK, Sept. 18.—Adolf A. Berle, former New Deal braintruster and now State chairman of the Liberal Party, has been named counsel for Local 802, American Federation of Musicians (AFM). Berle replaces Harry Sacher, ousted last week as counsel for Local 802 as well as Local 100 of the transport workers' union for alleged Communist affiliations (*The Billboard*, September 18).

The hiring of Berle was characterized by spokesmen for the coalition committee opposition group as "another step in the process of identifying our local as an arm of the Liberal Party." According to the coalition representative, the local's affiliation with the Liberal Party trade union committee last year, the use of Liberal Party registration cards in the offices of local Secretary Charles Iucci and Iucci's signature as secretary of the local on a paid Liberal Party advertisement appealing for enrollment in the party are symptomatic of the encroachment of the outside political party on the union.

Max Arons, executive board member of the local and a leader of the Unity party, said that he subscribed in full to the coalition criticism.

Richard McCann, local prexy, denied that the hiring of Berle has any political significance. "If we had hired a Democratic attorney, could we be accused of being ensnared by the Democratic Party?" He asked, deriding the Unity-coalition claims.

Cap Forms Policy Of Regular Reissues

NEW YORK, Sept. 18.—Capitol Records, which has re-emerged as a major diskery after six years, is following in the path of other majors with a policy of regular reissues.

Included among the initial reissue releases are 10 Stan Kenton records, rebacked, and an album of Johnny Mercer records consisting of Mercer's top-selling sides.

VOX JOX

A National Accounting of Disk 'ockey Activities

GOTHAM GLEANINGS . . . Bill Watson, of WINS, gave away a carload of brushes in Times Square Wednesday (15) in a promotional stunt arranged by Loew's flack Bob Nashick to plug the Red Skelton *Fuller Brush Man* flick. . . . Tedd Lawrence, WMGM, is the first spinner to accept an invite by the six-day bike race management to compete in an opening-day special race for local deejays. . . . Waggish Willie Williams, WOV, inviting fem listeners to be his "wife" for a take-off on the *Mr. and Mrs.* breakfast airers, was deluged with applicants and selected a Miss Hulie Sweeney as the gal with most audiogenic voice. Miss Sweeney admitted after she and Bill did the satire that she had been a disk jockey back home in Breckenridge, Tex. . . . Gene Norman, KFWB, Hollywood, is here cutting interviews with local recording artists Count Basie, Sarah Vaughan, Illinois Jacquet, with more to follow. . . . Stan Kenton is skedded to guest on Leonard Feather's *Varsity Varieties* over WMGM Saturday (18). . . . Ray Anthony has made 139 deejay appearances in the last eight weeks in connection with his Signature waxing of *Gloria*.

CHICAGO CHATTER . . . Eddie Hubbard, emcee of the *ABC Supper Club*, WIND, married Jackie Smith, director of d.j. promotion for Mercury Records September 4 at Eagle River, Wis. . . . Linn Burton, free-lance disk spinner, heard on his *Platter Party* every night over WENR, will take the format of that show to video starting September 24 when he does a half-hour shot over WENR-TV. . . . Seth Larrabee, ex-Capitol platters salesman, is now music director of WIRL, Peoria, Ill. . . . Bill Baldwin, KSFO, San Francisco, is doing a Sunday d.j. stint from the William Randolph Hearst mansion at San Jacinto. . . . Sam Barclay, d.j. liaison man for King platters, is heading out on a three-month tour of the South and West. . . . Bern Eanerfiner, WMMJ, Peoria, is working out a contest in connection with Stan Kenton's October 6 appearance there, giving away 20 prizes to those who come closest to the number of sides which the "progressive jazz" maestro has cut. . . . Eddie Hubbard, WIND, will emsee two shows over WENR-TV each week.

MIDWEST MELANGE . . . Bill Dawes, WCKY, Cincinnati, is running a CARE campaign on his *Make Believe Ballroom* show, appealing to listeners to "adopt" overseas orphans by sending food and clothing packages abroad thru the CARE agency. . . . Nelson King, same station, was host to folk tunesmith Fred Rose recently on the *Jamboree* platter show. The occasion was Rose's birthday, and King celebrated by playing three solid hours of folk platters of tunes penned by Rose. . . . Van Douglas, WJBK, emseed the vaude show at the Downtown Theater in Detroit for the p.a. of Toni Harper. . . WCSI, Columbus, Ind., celebrated its first anniversary on the air in a week of festivities highlighted by aircasting recorded congrats from music biz personalities. Graeme Zimmer, former program director, has been hiked to station manager. . . . Jan Andre doing a new hot music show, *Jazz Jamboree*, over WWSW, Pittsburgh.

CONTEST CORNER . . . Vernon Carter, WBEC, Hampton, Va., is running a competition in connection with a Sam Donahue one-nighter at the Kiwanis Club there. Listeners are asked to write, in 25 words, why they would like to be Sam's guests. . . . Martin Ross, WPTR, Albany, N. Y., is moderator on the five-nights-weekly teen-age disk jockey contest program, in which youngsters compete for audience votes for title of WPTR Teen-Age Disk Jockey.

SWITCHES . . . Cris Harwood has moved from WBUD, Morrisville, Pa., to the new Philadelphia station, WJMJ. . . . Bernie Roberts, formerly of WMID, Atlantic City, is now program director and jock at WNDR, Syracuse, N. Y. . . . Cowboy Dallas Turner, "the Roving Ranger" of KCRG, Cedar Rapids, Ia., has started a new folk platter show titled *Cedar Valley Round-Up*, in addition to his 13 weekly live singing shows. . . . Jerry Eton has changed venue from WCBT, Roanoke Rapids, N. C., to WRAL, Raleigh.

TUNE TOUTING . . . Vic Ferris, KAYX, Waterloo, Ia., has started what could assume the dimensions of a trend—reviving the revivals. Ferris has been spinning Ted Weems's *Heartaches* and a local boom for the platter is actually under way. . . . Robin Wood, KIFI, Idaho Falls, Ida., maintains: "London label is putting out some of the finest disks we have. *Shoemaker's Serenade* by the Mantovani ork and *On the Painted Desert* by Anne Shelton, for instance. That kind of song would go a long way if put before the public more." . . . And Alix Blake, WENT, Gloversville, N. Y., declares: "Look for heavy traffic on Art Mooney's *Barber in the Harbor of Palermo*—Gaitis are terrific. And Sarah Vaughan's *It's Magic* is outdoing itself."

CONNECTICUTTINGS . . . With the resuming of the split-week vaude policy at the State Theater, Hartford, Everett Seltzer, of WONS (Hartford) *Juke Box* show, has tied in for Friday afternoon appearances on his show of the State's weekly name stars. . . . Lou Cohen, manager of Loew's Poli Theater, Hartford, conducted a teen-agers' contest on stage in conjunction with showing of the pic, *Date With Judy*, with jocks Joe Girand, WCCC; Russell Naughton, WDRC; Claire Gibson, WONS, all of Hartford, and Bernie Moore, WKNB, New Britain, Conn., as contest judges. . . Ben Hawthorne, of WTHT, Hartford, who was born on March 17, says he now knows just where Saint Patrick shipped the snakes he drove out of Ireland. As of last week Hawthorne had killed 13 at his suburban home, all copperheads. . . . Ed Weston, WCCC, Hartford, had a youngster set to plug Kiddie Dent toothpaste on his afternoon disk jock show the other day. He rehearsed constantly. Came airtime and the lad merely said, "Oh, I use Dr. Lyons' toothpaste!" . . . Walter Nielsen, program chief of WCCC, Hartford, has a new Saturday show called *Insurance Gals' Disk Jockey*, representing local insurance firms. . . . Don John Ross, *Shoppers' Special* pilot on WDRC, Hartford, is plugging the slogan: "If you ain't laughin' you ain't livin'." . . . WLCR, Torrington, has augmented *South of the Border* platter show to 25 minutes and has added a new Wednesday night feature, *Echoes of the Gay '90s*.

STRICTLY FROM DIXIE . . . Kurt *(Heartaches)* Webster, WBT, Charlotte, N. C., was featured in a recent article in *The Corning (N. Y.) Journal*. . . . Don Wilson guested with Bob Van Camp, WSB, Atlanta, last week.

DECCA BUYERS GUIDE

A special listing of Decca records based on **actual sales** . . . your guide to the sure-fire hits of today and tomorrow.

SOARING UPWARD!

AT THE FLYING "W"
coupled with
A HUNDRED AND SIXTY ACRES
BING CROSBY and ANDREWS SISTERS
Decca 24481

BEST SELLERS

1	**MAYBE YOU'LL BE THERE** Dark Eyes	*GORDON JENKINS* Decca 24403
2	**UNDERNEATH THE ARCHES** **YOU CALL EVERYBODY DARLING**	*ANDREWS SISTERS* Decca 24490
3	**MY HAPPINESS** Tea Leaves	*ELLA FITZGERALD* Decca 24446
4	**AT THE FLYING "W"** A Hundred And Sixty Acres	*BING CROSBY and ANDREWS SISTERS* Decca 24481
5	**RUN JOE** All For The Love of Lil	*LOUIS JORDAN* Decca 24448
6	**IT'S MAGIC** It's You Or No One	*DICK HAYMES* Decca 23826
7	**IT'S TOO SOON TO KNOW** **I CAN'T GO ON (Without You)**	*ELLA FITZGERALD* Decca 24497
8	**HAIR OF GOLD (Eyes of Blue)** **RENDEZVOUS WITH A ROSE**	*BOB EBERLY* Decca 24491
9	**CUANTO LA GUSTA** The Matador	*CARMEN MIRANDA and ANDREWS SISTERS* Decca 24479
10	**EVERY DAY I LOVE YOU** **HANKERIN'**	*DICK HAYMES* Decca 24457

COUNTRY SERIES

COOL WATER TUMBLING TUMBLEWEEDS	*SONS OF THE PIONEERS* Decca 46027
I LOVE YOU SO MUCH IT HURTS SWEETER THAN THE FLOWERS	*SHORTY LONG* Decca 46139
BLUES IN MY HEART TENNESSEE SATURDAY NIGHT	*RED FOLEY* Decca 46136
THAT WILD AND WICKED LOOK IN YOUR EYE FOREVER IS ENDING TODAY	*ERNEST TUBB* Decca 46134

SEPIA SERIES

BEAMS OF HEAVEN PRECIOUS MEMORIES	*SISTER ROSETTA THARPE and MARIE KNIGHT* Decca 48070
WHAT COULD I DO I MUST SEE JESUS	*MARIE KNIGHT with* SAM PRICE TRIO Decca 48072
DIDN'T IT RAIN STRETCH OUT	*SISTER ROSETTA THARPE and MARIE KNIGHT* Decca 48054
MY HEART BELONGS TO YOU PRETTY MAMA BLUES	*CLYDE BERNARD* Decca 48087

All Records Listed $.75 Each, Exclusive of Taxes

"Whispering" Now a Clamor

NEW YORK, Sept. 18.—The Miller Music Corporation filed in U. S. District Court last week for a declaratory judgment against Fred Fisher Music Company, Inc., with respect to the renewal rights to the tune *Whispering*.

According to Abeles and Bernstein, plaintiff's attorneys, the song was composed in 1920 by John Schonburger, Richard Coburn and the late Vincent Rose. The complaint states that Coburn and Amelia Rose, Vincent Rose's widow, assigned the rights to the Miller firm July 28, 1947, when their copyright was renewed. The original rights had been assigned to Sherman Clay & Company, a California pubbery, in 1920.

The action asks that the court:

(1) Declare that the exercising and licensing by Miller of rights in the renewal copyright do not constitute infringements of any rights owned by Fisher.

(2) While the action is pending, enjoin and restrain Fisher from hampering or interfering with Miller's customers and from asserting that the license of Miller is an infringement.

(3) Declare that Schonburger, Coburn and the late Rose are the composers of the tune, and that Miller owns their interests in the renewal rights.

According to Benjamin Starr, attorney for Fisher, the original copyright and sheet music list John and Melvin Schonburger as the sole composers of *Whispering*. Starr contends renewal rights were assigned to the Fisher firm some 10 years ago and that Fisher is the sole owner of the song.

AFM Meets Indie Pic Pitch For Non-Contract Bandmen

HOLLYWOOD, Sept. 18. — Filmland's indie pic producers won an important victory in getting American Federation of Musicians (AFM) to agree to eliminate contract orks in town's indie film lots. Union and producers agreed on a new contract, retroactive to September 1, which abolishes contract orks and substitutes a plan whereby musicians will be guaranteed a total of 35.000 man hours of work during the coming year. Orksters formerly were guaranteed 54,000 man hours of work.

New contract, skedded for ratification by indie producers Tuesday (21) allows indie film makers to hire any free-lance musician. Individual sidemen have no guarantees of any kind under the pact, as film men are committed to AFM only. Old rate of $13.30 per hour remains in effect. Individual studios not willing to sign the new contract will be given the alternative of working sans contract provided they pay orksters at the rate of $25 hourly.

Studios expect to use considerably less men this year, lopping off from a current high of 104 orksters and four contractors. New contract will eliminate the office of music co-ordinator, established by Society of Independent Motion Picture Producers (SIMPP) and headed by Ted Cain. Orgs coming under the new pact include SIMPP, Independent Motion Picture Producers' Association (IMPPA), Eagle-Lion and Enterprise studios.

Raymor Firm Latest To Hit Disk Market

CHICAGO, Sept. 18.—Latest contender on the wax market in this area is Raymor platters, organized by Ray McColiister, Wichita, Kan., BMI music pubber, who operates Raymor-McCollister Music. McColiister has already released four of his own pubbed tunes by orkster Freddy Nagel and has a backlog of 12 preban cut sides, also his own tunes. In addition, McCollister has made a deal with Bili Putnam, currently serving as general manager for Vitacoustic Records, for purchase of a dozen additional sides which Nagel cut previous to the first of the year. Raymor also has approximately two dozen organ sides of RM tunes.

Dome Records, subsidiary of Country Music, BMI folk and race pubbery in Chi, this week purchased 50 masters, including sides by the Lunceford Lads, the Mahoning Four, Andy Hill and the Hillsiders, Slim Carter and Brown Eyes, the Swinging Gaits and Chuck Harding and the Colorado Cowhands, from an undisclosed source.

Bridgeport Ritz Opens

BRIDGEPORT, Sept. 18.—The Ritz Ballroom here, operated by McCormack and Barry, opened its name band season last Sunday (12) with Victor Lombardo drawing 1,050 persons for a gross of $1,365. Tony Pastor opens tomorrow. The Ritz is now in its 38th successive season, one of the longest ballroom runs in the country. A new feature this year is airing of the bands via WNAB, with Ray Colinari handling the mike.

AFM, AGVA in Disk-Tele War

(Continued from page 3)

become AFM members if they wished.

Jack Irving, Midwest director of AGVA in Chicago, declared today, "We will not accept the resignation of the Harmonicats. They have been members of AGVA in good standing and I think the boys will agree that we have assisted them on many occasions." Irving said he had been expecting such a situation since Petrillo notified AFM locals by letter that they were no longer to co-operate with AGVA (*The Billboard*, August 14). Irving said his early confab with the New York AGVA headquarters indicated that the Associated Actors and Artistes of America (Four A's), the American Federation of Labor (AFL) international covering all performers, probably would press a test before the AFL labor committee to determine who has jurisdiction in the Harmonicats' case.

Following AFM pacting of the Harmonicats, it was reported that Victor Borge, piano-playing comedian; the Characters, who were instrumentalists but now do a disk-panto turn; Jerry Colonna, ex-trombone-playing comic, and several other acts that formerly played instruments, were to be called in by the AFM.

The AFM's inking of the Harmonicats has important significance to the recording industry, inasmuch as an instrument which has been used in making platters under the ban may be checked off. Universal Records, for whom the Harmonicats wax, is said to have a backlog of some 25 to 30 masters. AFM's taking the Harmonicats, however, means an end to this cutting activity.

Here We Come CALIFORNIA!
with
GENE AUSTIN'S
newest number
CALA-CALIFORNIA

EXCLUSIVE for the Club in the State of CALIFORNIA

as the first
free record
with membership in
Music of the Month Club

540 NORTH MICHIGAN AVENUE CHICAGO 11, ILLINOIS

BRINGING AMERICA'S FINEST RECORDED MUSIC DIRECT TO YOUR HOME

Hunt Up Ladder On '12th St. Rag'

NEW YORK, Sept. 18.—Another of the unusually high number of music biz fags-to-riches stories for the year appears about to be rounded out for Pee Wee Hunt, who has become a box-office contender via his Capitol disking of *12th Street Rag*. Hunt, who previously had accumulated some fame as one of the key members of the Casa Loma ork, was signed several weeks ago to a General Artists Corporation (GAC) pact.

With his disk still sweeping the nation, the agency has had little difficulty in finding work for the Dixieland-styled six, fronted by Hunt. He has been skedded for a two-week theater date at the Oriental in Chicago, beginning November 4 and precedes that date with a week at the Showboat in Milwaukee.

Bannister Exits FB for ABC Post

CHICAGO, Sept. 18.—Paul Bannister, ona-night booker with General Artists' Corporation here for four years until his exodus several weeks ago, left his Frederick Bros.' Chi post this week to join Associated Booking Corporation (ABC) here. Bannister will replace Lang Thompson, who left FB five months ago to join ABC. Freddy Williamson, ABC office manager, says he is planning to concentrate on location work for orks, while Bannister will push the one-nighter sked.

Thompson and Joe Kayser Jr., son of the Music Corporation of America one-night skedder, were reportedly readying a promotional and publicity office.

Columbia Outlines National and Local Bally on LP Disks

NEW YORK, Sept. 18.—Columbia Records has blueprinted simultaneous national and local advertising campaigns plugging its long-playing microgroove records. The bally will be sustained during October and November and on a national level and will include full page ads in *Life* *Look*, *Saturday Evening Post*, *Time*, *Newsweek*, *Holiday*, *National Geographic*, *New Yorker*, *House and Garden* and trade papers.

A merchandising plan on a local level ties in with the ad splurge. Dealers will be supplied with such items as window display material, including reprints of mag ads, suggestions as to co-op newspaper ads and pointers on promotional gimmicks. The merchandising plan also includes a direct mail campaign, Columbia supplying the dealers with a promotional booklet for this purpose. Telephone solicitation is also urged upon dealers.

Radio-wise, local campaigns are already being started. In the New York area, for instance, Columbia in co-operation with several dealers, sponsors *Symphony Hall*, 8:05-9 p.m., and other recorded program periods over WQXR. Time has also been bought on WGYN. This time is purchased on a co-op basis, and this radio phase of the over-all promotion campaign is expected to continue year-round.

For use on local stations, Columbia has prepared a series of 20-second and one-minute chain break transcriptions.

NBC Puts E. T. Thesaurus Lib. On Sale Block

NEW YORK, Sept. 18.—The National Broadcasting Company's (NBC) Thesaurus is up for sale. According to top sources in the music trade, Capitol Records queried NBC and received an affirmative answer; that is, the web would be willing to part with the transcription library.

As yet, no money has been mentioned by either Capitol or NBC. The web, it is understood, would sell the library only in the event it received what it considered a fair offer. Failing this, there is the likelihood that NBC would modernize its wax equipment which is now geared for records rather than transcriptions.

Thesaurus for years has been one of the top library services used by hundreds of stations annually.

Lucky Music Bows In With 100 Masters

CLEVELAND, Sept. 18. — The Lucky Music Corporation, new record company organized here by Ernest Bruell and Lloyd Rosenblum, has purchased over 100 masters in race, pop, folk and international categories and intends to release its first disks late this month. Distributors set to handle releases are Jim Martin, Chicago; Pan-American, Detroit; W. E. Harvey, Cleveland; Kayler, Philadelphia, and Paul Milemore, New York.

The upcoming series of releases will feature the Ralph Wilson Quintet, combo which has been having a long run at Puffy's, Akron nitery.

The firm will publish songs under Broadcast Music, Inc., affiliation.

Ed Howard Worth Half Buck a Head

MILWAUKEE, Sept. 18. — When maestro Eddy Howard was felled with laryngitis and could not show up for a date at George Devine's ballroom Labor Day night, op Pop Devine refunded 50 cents on each admission. The dance went on without incident, the orchestra playing without the maestro. Attendance hit 9,000, with admissions scaled at $1 until 8:30 p.m. and $1.25 thereafter.

Howard called Devine from Chicago a few minutes before the ork was skedded to work, explaining he held off until the last minute in hopes of being able to appear.

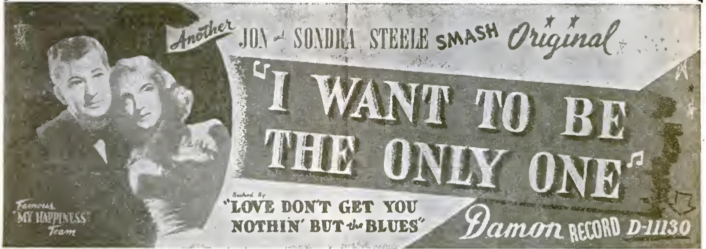
NAMM Skeds '49 Regional Meets

CHICAGO, Sept. 18.—The executive committee of the National Association of Music Merchants (NAMM), meeting last week in Chicago, announced its 1948-'49 schedule of regional conferences, proposed to stimulate NAMM interest in various sectors of the country. First meeting will be at Richmond, Va., October 21-22, followed by Boston, October 25-26; Los Angeles, January 19-20; Seattle, January 26-27; Dallas, February 21-22; Cincinnati, March 14-15; Atlanta, March 21-22, and Minneapolis, April 4-5. The executive committee will also hold its annual midyear conclave at the Hotel Biltmore, Los Angeles, two days previous to the L. A. regional.

The NAMM has also announced that it will hold its 1949 convention at the Hotel New Yorker, New York, July 25-28.

HERE AT LAST

We Proudly Present


Another
JON and SONDRA STEELE SMASH Original
"I WANT TO BE THE ONLY ONE"
Backed By
"LOVE DON'T GET YOU NOTHIN' BUT the BLUES"
Damon RECORD D-11130
Famous "MY HAPPINESS" Team

D-11130 EVEN SURPASSES OUR ORIGINAL "MY HAPPINESS"

Now Proven THE BIGGEST THING IN RECORD BUSINESS

ORDER NOW FROM YOUR DAMON DISTRIBUTOR

NO OTHER LABEL HAS IT! NO FUTURE IMITATION CAN EQUAL IT!

WOODSIDE WIZARD

FRED BARR

Over small but mighty WWRL in Woodside, L. I., Fred Barr conducts the popular 1600 Club from 3:05 - 4:30 daily. Fred also directs programs, is a talented, hard-working Jack of all Radio Trades.

ask: for the original!

GLORIA GLORIA GLORIA GLORIA GLORIA

on Sig 15213

Ray Anthony and his Orchestra

Signature records

Signature Records, 601 W. 26th St., New York

The Billboard MUSIC POPULARITY CHARTS

PART I

The Nation's Top Tunes

The nation's 10 top tunes. THE HONOR ROLL OF HITS, is determined by a scientific tabulation of various degrees of each song's popularity as measured by survey features of The Billboard's Music Popularity Chart.

Week Ending September 17

HONOR ROLL OF HITS

(Trade Mark Reg.)

The title "HONOR ROLL OF HITS" is a registered trade-mark, and the listing of the hits has been copyrighted by The Billboard. Use of either may not be made without The Billboard's consent.

This Week — Last Week

1. YOU CALL EVERYBODY DARLIN' *By Sam Martin, Ben Trace and Clem Watts* *Published by Mayfair (ASCAP)* **1**

Records available: B. Hayes, De Luxe 1178; A. Trace, Starling 3023; A. Trace, Regent 117; A. Vincent, Mercury 5155; Tennessee (Slim) King, Apollo 161; Jack Smith-The Clark Sisters, Capitol 15155; J. Wayne, Columbia 38286; Frank and the Boys Ork, Varsity 103; Art Lund-Crew Chiefs & the Harmonica Gentlemen, MGM 10258; Jack Lathrop and the Drugstore Cowboys, Victor 20-3108; Andrews Sisters, Decca 24490; Texas Jim Lewis & His Lone Star Cowboys, Decca 46138; P. Garrett, Continental C-1243.
Electrical transcription libraries: Al Trace, Lang-Worth; Jack White Ork, London; Monica Lewis, World.

2. A TREE IN THE MEADOW *By Bill Reid* *Published by Shapiro-Bernstein (ASCAP)* **4**

Records available: S. Browne, London 123; P. Kennelly Ork, MGM 10211; J. Laurenz, Mercury 5148; Monica Lewis-Ames Brothers, Decca 24411; J. Loss Ork, Victor 20-2985; Margaret Whiting, Capitol 15122; B. Johnson, Columbia 38278; B. Lester, Rainbow 70015; Varsity 108.
Electrical transcription libraries: Cyril Stapleton Ork, London; Monica Lewis-Ames Brothers, World.

3. IT'S MAGIC *By Sammy Cahn and Jule Styne* *Published by Witmark (ASCAP)* **3**

From Warner Bros. "Romance on the High Seas."
Records available: Vic Damone, Mercury 5138; Doris Day, Columbia 38188; Dick Haymes, Decca 23826; Buddy Kaye Quintet, MGM 10187; Gordon MacRae, Capitol 15072; Tony Martin, Victor 20-2862; Sarah Vaughan, Musicraft 557; Johnny Frank with Ork, Varsity 110.
Electrical transcription libraries: Felix King Ork, London; Monica Lewis, World.

4. MY HAPPINESS *By Betty Peterson and Borney Bergantine* *Published by Blasco (ASCAP)* **2**

Records available: R. Deauville-Novelle Harmonica Trio, Bullet 1032; the Marlin Sisters, Columbia 38127; the Pied Pipers, Capitol 15094; P. Sheridan, Palda 1004V; J. & S. Steele, Damon D-1133; E. Fitzgerald, Decca 24446; A. Dale, Signature 15206; J. Laurenz, Mercury 5144; The McKay Trio, Continental C-1241; A. and J. Nelson, Bandwagon 504; Anne Vincent, Dana 20-17; Dormsby Morrow Ensemble, Victor 20-2965; Tyler Duo and Ork, Varsity 101; Bill Case with His Melody Boys, Royal-Tone 1001.
Electrical transcription libraries: The Serenaders, Standard.

5. TWELFTH STREET RAG *By Al Bowman and James S. Sumner* *Published by Shapiro-Bernstein (ASCAP)* **5**

Records available: M. Herth Trio, Decca 24450; Pee Wee Hunt Ork, Capitol 15105; N. Simons, Rego 1016; Jack Fina & Ork, MGM 10251; Eddie (Gin) Miller, Rainbow 70033; Sidney Bechet, Victor 20-3120; Varsity 108; F. (Schnickelfritz) Fisher, Regent 125; B. Bishop Ork, Bullet 1060.
Electrical transcription libraries: Adriane Trio, Lang-Worth; Frankie Carle, Lang-Worth; the Four Polka Dots, Lang-Worth; Charles Magnante, Associated; Manhattan Nighthawks, NBC Thesaurus; Music Hall Varieties Ork, NBC Thesaurus; Pat Dodd-Cecil Norman, London; Jack Fina, Standard; Alvino Rey, Standard.

6. LOVE SOMEBODY *By Kramer and Whitney* *Published by Kramer-Whitney (ASCAP)* **6**

Records available: Doris Day-Buddy Clark, Columbia 38174; Barbara and Frank with Ork, Varsity 102.
Electrical transcription libraries: Felix King Ork, London.

7. UNDERNEATH THE ARCHES *By Bud Flanagan and Joseph McCarthy* *Published by Robbins (ASCAP)* **9**

Records available: Andrews Sisters, Decca 24490; C. Boswell, Columbia 38298; L. Chambers Accordion Aces, MGM 10284; B. Green-A. Paul String Band, Rainbow 70077; Al Hummer, Mercury 5173; O. Olsen Ork, Victor 20-3114; Andy Russell-The Pied Pipers, Capitol 15183; F. Scala's Banjo and Accordion Ork-The Keynotes, London 238; The Serenaders, Columbia 38274; the Singing Gondoliers, Continental C-1245; Larkin Sisters-The Swingsters, Spiro S-3001; Aqua String Band, Regent 128.
(No information on electrical transcription libraries available as The Billboard goes to press.)

8. MAYBE YOU'LL BE THERE *By Sammy Gallop and Rube Bloom* *Published by Triangle (ASCAP)* **7**

Records available: J. Fina Ork, Mercury 5186; G. Jenkins Ork, Decca 24403; Varsity Ork-Frank and Chorus, Varsity 102; Jack Carroll-David Rhodes Ork, National 9033; Betty Rhodes, Victor 20-2188; Billy Butterfield, Capitol 397.
Electrical transcription libraries: Louise Carlyle, NBC Thesaurus; Mindy Carson-Hank D'Amico, Associated; Ziggy Elman, Lang-Worth.

9. HAIR OF GOLD, EYES OF BLUE *By Sunny Skylar* *Published by Mellin (BMI-ASCAP)* **10**

Records available: L. Carson, Bandwagon 516; J. Emerson, Metrotone 2018; Jack Lathrop, Victor 20-3100; John Laurenz, Mercury 5172; Art Lund-Crew Chiefs, MGM 10258; Gordon MacRae, Capitol 15178; Smokey Rogers-The McCall Twins, Capitol 15217; C. Shane, Columbia 38315; B. Tyler, Continental C-1244; B. Eberly-Sunshine Serenaders, Decca 24491; Larkin Sisters-The Swingsters, Spiro S-3001; Harmonicats, Universal U-121.
Electrical transcription libraries: Monica Lewis, World.

10. BLUEBIRD OF HAPPINESS *By Edward Heyman and Sandor Harmati* *Published by T. B. Harms (ASCAP)*

Records available: D. Droner Trio, Aristocrat AR-1303; Art Mooney, MGM 10207; Jan Peerce-RCA Victor Ork-B. Levin, Dir., Victor 10-1154; Varsity 108.
(No information on electrical transcription libraries available as The Billboard goes to press.)

USE THIS PAGE AS YOUR CHECK SHEET Here's a handy way to order and to re-order RCA Victor's top new hits!

RCA VICTOR STARS

On The Billboard

"HONOR ROLL OF HITS"

☐ 1. **YOU CALL EVERYBODY DARLIN'**
JACK LATHROP AND THE DRUGSTORE COWBOYS RCA Victor 20-3109

☐ 2. **A TREE IN THE MEADOW**
J. LOSS ORCHESTRA RCA Victor 20-2965

☐ 3. **IT'S MAGIC**
TONY MARTIN RCA Victor 20-2862

☐ 4. **MY HAPPINESS**
DOROTHY MORROW ENSEMBLE RCA Victor 20-2965

☐ 5. **TWELFTH STREET RAG**
SIDNEY BECHET AND HIS NEW ORLEANS FEETWARMERS RCA Victor 20-3120

☐ 7. **UNDERNEATH THE ARCHES**
GEO. OLSEN ORCHESTRA RCA Victor 20-3114

☐ 8. **MAYBE YOU'LL BE THERE**
BETTY RHODES RCA Victor 20-2189

☐ 9. **HAIR OF GOLD**
JACK LATHROP AND THE DRUGSTORE COWBOYS RCA Victor 20-3109

☐ 10. **BLUEBIRD OF HAPPINESS**
JAN PEERCE RCA Victor 10-1454

The stars who make the hits are on RCA VICTOR Records

✓ ... **Mail your order to your RCA Victor distributor!**

Name____________________

Street____________________

City__________ State__________

This week's RCA VICTOR release!

✓ POPULAR

☐	John John In a Persian Market	HERBIE FIELDS	RCA Victor 20-3081
☐	Tell Me, Marianne Lillette	JEAN SABLON	RCA Victor 20-3111
☐	Poinciana The Man I Love	TEX BENEKE	RCA Victor 20-3112
☐	(Quizás, Quizás, Quizás) Perhaps, Perhaps, Perhaps The Matador	DESI ARNAZ	RCA Victor 20-3113
☐	Underneath the Arches Eleven More Months and Ten More Days	GEORGE OLSEN AMBROSE ORCH.	RCA Victor 20-3114*

✓ FOLK

☐	Please Daddy Don't Drink No More Chant of Hawaii	CECIL CAMPBELL	RCA Victor 20-3116
☐	I See a Bright Light Shining There's a Grave at the Foot of the Mountain	CHARLIE MONROE	RCA Victor 20-3115
☐	My Little Girl I Love You Mistakes	JIMMIE REVARD	RCA Victor 20-3117*

✓ BLUES

☐	The Devil Blues What a Gal	JAZZ GILLUM	RCA Victor 20-3110

✓ INTERNATIONAL

— JEWISH —

☐	Far Vuss Bist Du Bais Oif Mir Tzatzkeleh *(Playboy)*	ESTELLE LINDEN and Jewish Swing Ensemble	RCA Victor 25-5005

✓ NEW ALBUM..."MARIMBA CLASSICS"

☐	Doris Stockton, Marimba With Russ Case and his Orchestra	Album P-222
	Perpetual Motion *and* Ave Maria	RCA Victor 20-3102
	Waltz of the Flowers *and* Hora Staccato	RCA Victor 20-3103
	Tico-Tico *and* On Wings of Song	RCA Victor 20-3104
	The Swan *and* F Major Waltz	RCA Victor 20-3105

Riding High... Climbing Fast

☐	Until	TOMMY DORSEY	RCA Victor 20-[illegible]
☐	Cool Water	VAUGHN MONROE	RCA Victor 20-2923
☐	Hair of Gold	JACK LATHROP	RCA Victor 20-3109
☐	Just a Little Lovin'	EDDY ARNOLD	RCA Victor 20-3013
☐	Betsy	ROY ROGERS	RCA Victor 20-3059

*RE-ISSUED BY REQUEST

Ride these Triple Winners to New Record Heights

Disk jocks, juke ops and retailers. Get on the bandwagon . . . ride along with the greatness of these top tunes, top artists and top labels.

'RENDEZVOUS WITH A ROSE'
BY DEB DYER
BULLET . . . PEPPER NEALY
CASTLE . . . BOBBY WORTH AND SOPHISTICATS
COLUMBIA . . . BUDDY CLARK
D. & D. . . . DICK WONG
DECCA . . . BOB EBERLY
M.G.M. . . . DON RODNEY
MERCURY . . . SNOOKY LANSON
MERO . . . BOB STEWART
SIGNATURE . . . WESTONIANS
JAY-DEE MUSIC CO. 1650 BROADWAY NEW YORK, N. Y.

'I STILL GET A THRILL (THINKING OF YOU)'
BY J. FRED COATS & BENNY DAVIS
ARISTOCRAT . . . L. MONTI'S AND HIS TU TONES
BULLET . . . FRANCIS CRAIG
COLUMBIA . . . BUDDY CLARK
M.G.M. . . . ART LUND
RCA VICTOR . . . BETTY RHODES
WORDS & MUSIC, Inc.
1650 BROADWAY NEW YORK, N. Y.

'I DON'T WANT TO MEET ANY MORE PEOPLE'
BY STANLEY ADAMS & FRANKIE CARLE
BULLET . . . BOB CHESTER
COLUMBIA . . . FRANKIE CARLE
LONDON . . . THE SQUADRONAIRES
MERCURY . . . VIC DAMONE
M.G.M. . . . DON RODNEY
RCA VICTOR . . . JOHN PARIS
DREYER MUSIC CORP.
1650 BROADWAY NEW YORK, N. Y.

The Billboard MUSIC POPULARITY CHARTS

PART II

Sheet Music

Week Ending September 17

BEST-SELLING SHEET MUSIC

Tunes listed are the nation's best sheet music sellers. List is based on reports received each week from all the nation's sheet music jobbers. Songs are listed according to greatest number of sales. (F) Indicates tune is in a film. (M) indicates tune is in legit musical. (R) indicates tune is available on records.

POSITION Weeks to date	Last Week	This Week		Publisher
11	1	1.	A TREE IN THE MEADOW (R)	Shapiro-Bernstein
21	2	2.	MY HAPPINESS (R)	Blasco
12	3	3.	YOU CALL EVERYBODY DARLIN' (R)	Mayfair
15	4	4	IT'S MAGIC (R)	Witmark
4	10	5.	HAIR OF GOLD, EYES OF BLUE (R)	Mellin
5	8	6	UNDERNEATH THE ARCHES (R)	Robbins
14	7	7.	MAYBE YOU'LL BE THERE (R)	Triangle
25	5	8.	YOU CAN'T BE TRUE, DEAR (R)	Biltmore
11	6	9.	LOVE SOMEBODY (R)	Kramer-Whitney
6	9	10.	BLUEBIRD OF HAPPINESS (R)	T. B. Harms
2	15	11.	EV'RY DAY I LOVE YOU (R)	Harms, Inc.
6	12	12	IT ONLY HAPPENS WHEN I DANCE WITH YOU (F) (R)	Berlin
6	11	13.	RAMBLING ROSE (R)	Laurel
17	14	14.	WOODY WOODPECKER (R)	Leeds
1	—	15.	YOU CAME A LONG WAY FROM ST. LOUIS (R)	Jewel

ENGLAND'S TOP TWENTY

POSITION Weeks to date	Last Week	This Week		English	American
21	1	1.	GALWAY BAY	Box and Cox	Leeds
8	3	2.	YOU CAN'T BE TRUE	Chappell	Biltmore Music
8	2	3.	WOODY WOODPECKER	Leeds	Leeds
2	7	4.	SO TIRED	Campbell-Connelly	*
15	4	4.	BALLERINA	Peter Maurice	Jefferson
18	5	5.	HEARTBREAKER	Leeds	Leeds
2	6	6.	MY HAPPINESS	Chappell	Blasco
13	13	6.	I'M LOOKING OVER A FOUR LEAF CLOVER	Francis Day	Remick
16	6	7.	DREAM OF OLWEN	Lawrence Wright	Mills
27	16	8.	GOLDEN EARRINGS	Victoria	Paramount
7	6	9.	RAMBLING ROSE	Irwin Dash	Laurel Music Co.
19	10	10.	TIME MAY CHANGE	Campbell-Connelly	Shapiro-Bernstein
9	11	11.	I'D GIVE A MILLION TOMORROWS (For Just One Yesterday)	Campbell-Connelly	Oxford Music Corp.
18	12	12.	AFTER ALL	Cinephonic	*
4	14	13.	OCTOBER TWILIGHT	Irwin Dash	Shapiro-Bernstein & Carl Fischer
18	18	14.	TOOLIE OOLIE DOOLIE (The Yodel Polka)	Southern	Charles K. Harris
15	16	15.	NATURE BOY	Edwin Morris	Burke-Van Heusen
36	17	16.	NEAR YOU	Bradbury Wood	Suprema
3	—	17.	LITTLE WHITE LIES	Lawrence Wright	Bregman-Vocco-Conn
6	16	18.	THERE OUGHT TO BE A SOCIETY	Kassner	Dreyer

---

*Publisher not available as *The Billboard* goes to press.

CANADA'S TOP TUNES

Songs listed are sheet music best sellers in Canada. Listing is based on reports received from the seven largest retailers in the Dominion.

POSITION Weeks to date	Last Week	This Week	
15	1	1.	MY HAPPINESS
10	2	2.	A TREE IN THE MEADOW
8	8	3.	YOU CALL EVERYBODY DARLIN'
19	3	4.	YOU CAN'T BE TRUE, DEAR
10	4	5.	IT'S MAGIC
9	5	6.	LOVE SOMEBODY
4	10	7.	UNDERNEATH THE ARCHES
30	6	8.	NOW IS THE HOUR
3	6	9.	MAYBE YOU'LL BE THERE
13	7	10.	WOODY WOODPECKER
6	11	11.	IT ONLY HAPPENS WHEN I DANCE WITH YOU
1	—	12.	HAIR OF GOLD, EYES OF BLUE
2	8	13.	TWELFTH STREET RAG
4	14	14.	RAMBLING ROSE
9	18	15.	PUT 'EM IN A BOX, TIE 'EM WITH A RIBBON
7	—	16.	BLUE SHADOWS ON THE TRAIL
1	—	16.	COOL WATER

The Billboard MUSIC POPULARITY CHARTS

PART III

Radio Popularity

Week Ending
September 17

RECORDS MOST PLAYED BY DISK JOCKEYS

Records listed here in numerical order are those played over the greatest number of record shows. List is based on replies from weekly survey among 1,300 disk jockeys thruout the country. Unless shown in this chart, other available records of tunes listed here will be found in the Honor Roll of Hits, Music Popularity Chart, Part 1. (F) Indicates tune is from a film; (M) indicates tune is from a legit musical.

POSITION Weeks to date	Last Week	This Week			Lic. By
8	t	1.	TWELFTH STREET RAG	Pee Wee Hunt ....Capitol 15105	ASCAP
9	2	2.	A TREE IN THE MEADOW	Margaret Whiting ....Capitol 15122	ASCAP
18	3	3.	LOVE SOMEBODY	Doris Day-Buddy Clark ....Columbia 38174	ASCAP
1t	4	4.	YOU CALL EVERYBODY DARLIN'	Al Trace.....Regent t17	ASCAP
8	5	5.	IT'S MAGIC (F)	Doris Day.Columbia 38188	ASCAP
8	7	6.	MAYBE YOU'LL BE THERE	Gordon Jenkins..........Decca 24403	ASCAP
20	10	7.	MY HAPPINESS	J. & S. Steele..........Damon D-11133	ASCAP
8	6	8.	YOU CALL EVERYBODY DARLIN'	A. Vincent..Mercury 5155	ASCAP
18	8	9.	MY HAPPINESS	Pied Pipers.Capitol 15094	ASCAP
3	9	9.	UNTIL	Tommy Dorsey Ork-H. Prime..........Victor 20-3061	ASCAP
7	1t	t1.	IT'S MAGIC (F)	Sarah Vaughan..........Musicraft 557	ASCAP
4	13	12.	IT'S MAGIC (F)	Gordon MacRae..........Capitol t5176	ASCAP
7	t7	t3.	IT'S MAGIC (F)	Tony Martin..........Victor 20-2862	ASCAP
9	23	14.	BLUEBIRD OF HAPPINESS	Art Mooney..MGM t0207	ASCAP
3	15	15.	HAIR OF GOLD	Gordon MacRae..........Capitol t5178	ASCAP

(Continued on page 136)

SONGS WITH GREATEST RADIO AUDIENCES (ACI)

(Beginning Friday, September 10, 8 a.m., and ending Friday, September 17, 8 a.m.)

Tunes listed have the greatest audiences on programs heard on network stations in New York, Chicago and Los Angeles. List is based upon John G. Peatman's Audience Coverage Index. The index is projected upon radio logs made available to Peatman's ACI by the Accurate Reporting Service in New York, Radio Checking Service in Chicago, Radio Checking Service in Los Angeles. Listed are the top 30 (more in the case of ties) tunes alphabetically. The music checked is preponderantly (over 60 per cent) alive.

(F) Indicates tune is from a film; (M) indicates tune is from a legitimate musical; (R) indicates tune is available on records. In each instance the licensing agency controlling performance rights on the tune is indicated.

The feature is copyrighted 1947 by the office of Research, Inc., 3479 Broadway, New York 31, N. Y. No reference may be made to any of this material except in trade papers; no other use is permitted; no radio broadcasts utilizing this information may be aired. Infringements will be prosecuted.

The Top 30 Tunes (plus ties)

Title	Publishers	Lic. By
A Tree in the Meadow (R)	Shapiro-Bernstein	ASCAP
Ah, But It Happens (R)	Bourne	ASCAP
Bluebird of Happiness (R)	T. B. Harms	ASCAP
Confess (R)	Oxford	ASCAP
Cuanto Le Gusta (R)	Peer	BMI
Dolores (R)	Famous	ASCAP
Ev'ry Day I Love You (R)	Harms, Inc.	ASCAP
Hair of Gold, Eyes of Blue (R)	Mellin—BMI	ASCAP
Highway to Love (R)	BMI	BMI
I Still Get a Thrill (Thinking of You) (R)	Words & Music	ASCAP
Isn't It Romantic (R)	Famous	ASCAP
It Only Happens When I Dance With You (F) (R)	Berlin	ASCAP
It's a Most Unusual Day (R)	Robbins	ASCAP
It's Magic (F) (R)	Witmark	ASCAP
Just for Now (R)	Advanced	ASCAP
Little Girl (R)	Leeds	ASCAP
Love Somebody (R)	Kramer-Whitney	ASCAP
Maybe You'll Be There (R)	Triangle	ASCAP
My Happiness (R)	Blasco	ASCAP

(Continued on page 28)

SONGS WITH MOST VOCAL AND INSTRUMENTAL PLUGS IN KEY AREAS (RH SYSTEM)

Tunes listed received the greatest number of key radio plugs according to information supplied by the Richard Himber (RH) logging system. Numerical point totals are computed as follows: 1 point per sustaining instrumental; 2 points per sustaining vocal; 3 points for commercial instrumental; 4 points per commercial vocal. Thus, commercial vocal carried in New York, Chicago and California would receive 12 points, etc.

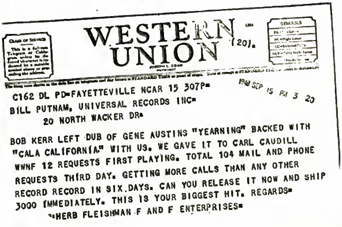
Week of September 10-16

SI—Sustaining Instrumental
SV—Sustaining Vocal
CI—Commercial Instrumental
CV—Commercial Vocal

Songs	Publisher	Heard in N.Y.				Heard in Chi.				Heard in Calif.				Tot. Pts.
		SI	SV	CI	CV	SI	SV	CI	CV	SI	SV	CI	CV	
A Tree in the Meadow	Shapiro	1	17	0	12	1	13	5	11	8	11	0	10	287
Bluebird of Happiness	T. B. Harms	8	10	1	7	6	10	8	8	28	18	1	9	228
Confess	Oxford	0	11	0	4	0	2	0	4	8	8	0	2	83
Cuanto Le Gusta (Date With Judy)	Peer	8	10	1	8	3	2	1	8	8	2	1	8	191
Dolores	Famous	2	3	1	4	3	8	1	5	4	1	0	9	83
Ev'ry Day I Love You	Harms, Inc.	8	11	0	8	1	9	3	8	12	14	0	9	179
Hair of Gold, Eyes of Blue	Mellin	0	13	0	14	2	13	2	18	5	15	0	11	258
Hankerin' (Two Guys from Texas)	Remick	9	9	0	2	1	7	1	2	9	4	0	1	78
Isn't It Romantic	Famous	3	8	0	8	3	4	1	8	8	7	0	8	109
It Only Happens When I Dance With You (Easter Parade)	Berlin	2	17	2	8	8	9	8	8	9	12	1	8	133
It's a Most Unusual Day (Date With Judy)	Robbins	1	6	0	6	1	9	0	4	0	12	0	4	119

(Continued on page 136)

THIS ONE CAUGHT US WITH OUR PRESSES DOWN!



WESTERN UNION (20).

C162 DL PD=FAYETTEVILLE NCAR 15 307P=
1948 SEP 15 PM 3 20
BILL PUTNAM, UNIVERSAL RECORDS INC=
20 NORTH WACKER DR=

BOB KERR LEFT DUB OF GENE AUSTINS "YEARNING" BACKED WITH "CALA CALIFORNIA" WITH US. WE GAVE IT TO CARL CAUDILL WWNF 12 REQUESTS FIRST PLAYING. TOTAL 104 MAIL AND PHONE REQUESTS THIRD DAY. GETTING MORE CALLS THAN ANY OTHER RECORD RECORD IN SIX.DAYS. CAN YOU RELEASE IT NOW AND SHIP 3000 IMMEDIATELY. THIS IS YOUR BIGGEST HIT. REGARDS=
=HERB FLEISHMAN F AND F ENTERPRISES=

U-122

Gene Austin

WITH LES PAUL ACCOMPANIMENT

"YEARNING"

BACKED WITH

THE NEW ORIGINAL

"CALA-CALIFORNIA"

THANKS! . . . .

"MUSIC OF THE MONTH CLUB"

FOR SELECTING IT AS YOUR RECORD OF THE MONTH

Universal Records
THE LABEL OF DISCOVERY

20 NORTH WACKER, CHICAGO

Disk Dynamite
Tony PASTOR's
RECORDING OF...
'RAMBLING ROSE'
#38207
THE GREAT ARTISTS AT THEIR BEST ARE ON
COLUMBIA RECORDS
Trade marks "Columbia," and ● Reg. U. S. Pat. Off. Marcas Registrada

In Stock—Every Hit on Any Major Label

Also Largest and Most Complete Stock of Classical and Popular Albums

NO ORDER TOO SMALL OR TOO LARGE. TERMS C. O. D. IMMEDIATE DELIVERY. OUR PRICE 5 CENTS OVER WHOLESALE COST PER RECORD . . . ALBUMS 30% DISCOUNT FROM FULL PRICE.

SOME SUGGESTED HITS

UNTIL —Tommy Dorsey
TWELFTH STREET RAG —Pee Wee Hunt
MAYBE YOU'LL BE THERE —Jenkins
COOL WATER —V. Monroe
CUANTO LA GUSTA —Andrews Sisters
UNDER THE ARCHES —Andrews Sisters
IT'S MAGIC —T. Martin or D. Day
TREE IN MEADOW M. Whiting
LOVE SOMEBODY —D. Day
RAMBLING ROSE —P. Como
CAME LONG WAY ST. LOUIS —McKinley

● ● ● ● ● ● ● ●

ALBUMS

SONGS OF OUR TIMES —Any Year
CHOPIN'S FAVORITES —MO-1227
TCHAIKOWSKY NUTCRACKER —DM-1020

SOME SUGGESTED RACE HITS

MY HAPPINESS —Ella Fitzgerald
IT'S TOO SOON TO KNOW —Orioles
ALEXANDER'S BAND —N. Lutcher
LONG GONE —S. Thompson
MY HEART BELONGS TO YOU —Stidham
BURNING CANDLE —L. Jordan
RUN, JOE —L. Jordan
I WANT TO CRY —D. Washington
MOOSE ON LOOSE—Bull M. Jackson

● ● ● ● ● ● ● ●

SOME HILLBILLY SUGGESTIONS

BOUQUET OF ROSES —Eddy Arnold
JUST A LITTLE LOVING —Eddy Arnold
BANJO POLKA —Tex Williams
HUMPTY DUMPTY HEART —H. Thompson

RECORD WHOLESALERS
853 9TH AVENUE CIRCLE 7-6362 NEW YORK CITY 19

The Billboard MUSIC POPULARITY CHARTS PART IV

Retail Record Sales

Week Ending September 17

BEST-SELLING POPULAR RETAIL RECORDS

Records listed are those selling best in the nation's retail record stores (dealers) List is based on The Billboard's weekly survey among 4,670 dealers in all sections of the country. Records are listed numerically according to greatest sales. (F) Indicates tune is in a film; (M) indicates tune is in a legit musical. The B side of each record is listed in italic.

POSITION Weeks to date	Last Week	This Week			
14	1	1.	TWELFTH STREET RAG *Somebody Else, Not Me*	Pee Wee Hunt	Capitol 15108
9	2	2.	A TREE IN THE MEADOW *I'm Sorry But I'm Glad*	Margaret Whiting	Capitol 15122
14	3	3.	YOU CALL EVERYBODY DARLIN' *Linger Awhile*	Al Trace	Regent 117
11	4	4.	IT'S MAGIC *Put 'Em in a Box (F)*	Doris Day	Columbia 38188
15	6	5.	MAYBE YOU'LL BE THERE *Dark Eyes*	Gordon Jenkins	Decca 24403
17	7	6.	LOVE SOMEBODY *Confess*	Doris Day-Buddy Clark	Columbia 38174
17	5	7.	MY HAPPINESS *Highway to Love*	Pied Pipers	Capitol 15094
18	9	8.	MY HAPPINESS *Two Leaves*	Ella Fitzgerald	Decca 24446
6	10	9.	UNDERNEATH THE ARCHES *Side by Side*	P. Scala's Banjo and Accordion Ork-The Keynotes	London 238
13	14	10.	BLUEBIRD OF HAPPINESS *Sunset to Sunrise*	Art Mooney	MGM 10207
7	11	11.	COOL WATER *The Legend of Tiobi* (The Eastmen Trio, Trilon 189; Derry Falligant, MGM 10258; N. Lutcher, Capitol 15148, Tex Ritter-Dinning Sisters, Capitol 48028, Sons of the Pioneers, Decca 46027; Victor 20-1724; The Western Aces, Lamb 10-105; Varsity 109)	Vaughn Monroe-Sons of the Pioneers	Victor 20-2923
20	8	11.	MY HAPPINESS *They All Recorded to Beat the Ban*	J. & S. Steele	Damon D-11133
10	17	13.	IT'S MAGIC (F) *It's You or No One*	Dick Haymes-Gordon Jenkins	Decca 23826
6	17	14.	YOU CAME A LONG WAY *For Heaven's Sake*	Ray McKinley	Victor 20-2813
3	23	15.	UNDERNEATH THE ARCHES *You Call Everybody Darlin'*	Andrews Sisters	Decca 24490
11	13	16.	YOU CAN'T BE TRUE, DEAR *The Cuckoo Waltz*	Ken Griffin	Rondo R-128
3	15	17.	UNTIL *After Hour Stuff*	Tommy Dorsey Ork-H. Prime Ork	Victor 20-3061
9	21	18.	YOU CALL EVERYBODY DARLIN' *Bluebird Polka*	A. Vincent	Mercury 5155
8	12	19.	IT'S MAGIC (F) *It's You or No One*	Tony Martin	Victor 20-2863
4	19	20.	HAIR OF GOLD *Rambling Rose*	Gordon MacRae	Capitol 15178
6	28	21.	YOU CALL EVERYBODY DARLIN' *Cuckoo Waltz*	Jack Smith	Capitol 15156
1	—	22.	BUTTONS AND BOWS *Daddy-O* (G. Autry, Columbia 20469; The Dinning Sisters-Art Van Damme Quintet, Capitol 15184; B. Garret-H. Mooney Ork, MGM 10244; E. Knight, Decca 24489; Betty Rhodes, Victor 20-3078)	Dinah Shore	Columbia 38284
7	—	23.	RAMBLING ROSE *There Must Be a Way* (P. Brito, Musicraft 560; B. Eberly-R. Morgan, Decca 24449; J. Frank & Ork, Varsity 105; O. MacRae-The Starlighters, Capitol 15178; T. Pastor, Columbia 38207; G. Paxton Ork, MGM 10192)	Perry Como-The Satisfiers	Victor 20-2947
3	25	24.	THAT CERTAIN PARTY *My Best Girl* (F. Gray, Apollo 1132; Varsity Ork, Varsity 111)	Benny Strong	Tower 1271
2	28	25	YOU CALL EVERYBODY DARLIN' *Cuckoo Waltz*	Jerry Wayne	Columbia 38288
4	18	26.	YOU CALL EVERYBODY DARLIN' *Underneath the Arches*	Andrews Sisters	Decca 24490
1	—	27	YOU CALL EVERYBODY DARLIN' *Hair of Gold*	J. Lathrop and the Drugstore Cowboys	Victor 20-3109
1	—	28.	A TREE IN THE MEADOW *Two Leaves*	J. Laurenz	Mercury 5148
3	20	29.	YOU WERE ONLY FOOLIN' *It's Easy When You Know How* (K. Starr, Capitol 15226; E. Whitley-The Green Sisters, Columbia 38323)	Blue Barron	MGM 10185
1	—	30.	EV'RY DAY I LOVE YOU *Hookerin'* (B. Barron and Ork, MGM 10237; Mindy Carson, Musicraft 578 H. James-Marion Morgan, Columbia 38245; V. Monroe, Victor 20-2957; Jo Stafford, Capitol 15139; Varsity 110)	Dick Haymes	Decca 24457

Watch These Three!!!

THE UNNATURAL SEVEN

KAREN TEDDER & ENROHTWAH

★ 'SERUTAN YOB'

RED INGLE With the Natural Seven and Betty Holland

'OH! NICK-O-DEEMO'

Capitol Record 15210

KING COLE TRIO

★ 'LILLETTE'

'A WOMAN ALWAYS UNDERSTANDS'

Capitol Record 15224

KAY STARR

★ 'YOU WERE ONLY FOOLING (WHILE I WAS FALLING IN LOVE)'

'A FADED SUMMER LOVE'

Capitol Record 15226

'TWELFTH STREET RAG' Pee Wee Hunt and His Orchestra

'SOMEBODY ELSE, NOT ME'

Capitol Record 15105

'A TREE IN THE MEADOW' MARGARET WHITING

'I'M SORRY, BUT I'M GLAD'

Margaret Whiting with Frank DeVol and His Orchestra

Capitol Record 15122

'HAIR OF GOLD, EYES OF BLUE'

GORDON MAC RAE and The Starlighters **'RAMBLING ROSE'** Capitol Record 15178	SMOKEY ROGERS **'BALL OF FIRE'** Capitol Record 15217

'SAY SOMETHING SWEET TO YOUR SWEETHEART'

JO STAFFORD AND GORDON MAC RAE

'BLUEBIRD OF HAPPINESS'

Capitol Record 15207

'UNDERNEATH THE ARCHES' ANDY RUSSELL with The Pied Pipers

'JUST FOR ME'

Capitol Record 15183

'THIS IS THE MOMENT'

JO STAFFORD with Paul Weston and His Orchestra

'EV'RY DAY I LOVE YOU (JUST A LITTLE BIT MORE)'

Capitol Record 15139

Capitol RECORDS
REG. U. S. PAT. OFF. HOLLYWOOD

Capitol
REG. U. S. PAT. OFF.

HOT HITS

POPULAR

IT'S MAGIC
Spring in December
Gordon MacRae Capitol Record 15072

MY HAPPINESS
Highway to Love
The Pied Pipers Capitol Record 15094

LITTLE GIRL
Baby, Baby All the Time
King Cole Trio Capitol Record 15166

BUTTONS AND BOWS
San Antonio Rose
The Dinning Sisters Capitol Record 15184

CARAMBA! IT'S THE SAMBA
Baby, Don't Be Mad at Me
Peggy Lee Capitol Record 15090

HOW HIGH THE MOON
Interlude
Stan Kenton and His Orchestra
Capitol Record 15117

YOU CALL EVERYBODY DARLING
Cuckoo Waltz
Jack Smith Capitol Record 15156

WESTERN

ONE HAS MY NAME (THE OTHER HAS MY HEART)
You're the Sweetest Rose in Texas
Jimmy Wakely Capitol Record 15162

TALKING BOOGIE
Just a Pair of Blue Eyes
Tex Williams Capitol Record 15175

DEAR OKIE
A Million Memories
Jack Rivers Capitol Record 15169

LEAVE MY HONEY BEE ALONE
T for Texas (Blue Yodel No. 1)
Merle Travis Capitol Record 15212

SEPIA

TELL ME, DADDY
(It Will Have To Do) Until the Real Thing Comes Along
Julia Lee Capitol Record 15144

COOL WATER
Lake Charles Boogie
Nellie Lutcher Capitol Record 15148

KING SIZE PAPA
When You're Smiling (the Whole World Smiles at You)
Julia Lee Capitol Record 40082

ALEXANDER'S RAGTIME BAND
My Little Boy
Nellie Lutcher Capitol Record 15180

COMING UP FAST

TROUBLE IN MIND
Baby, Won't You Please Come Home
Jo Stafford Capitol Record 15171

CLAIR DE LUNE (Parts I and II)
Paul Weston and His Orchestra
Capitol Record 15153

RE-ISSUES

COW COW BOOGIE
House of Blue Lights
Freddie Slack and Ella Mae Morse
Capitol Record 15186

STARDUST
Jalousie
Billy Butterfield and His Orchestra
Capitol Record 15186

PHONE OR WIRE YOUR NEAREST DISTRIBUTOR TODAY!!!

. . . . The Biggest Polish Polka hit this country has ever had is WOJNAROWSKI'S . . . .

"JEDZIE BOAT"

and **NOW** it's available in English as

"FERRYBOAT POLKA"
#2020

Backed by the Wonderful Novelty Waltz

PLOOM, PLOOM, PLOOM
The original irresistible version
performed by the
POLKA KING—FRANK WOJNAROWSKI

FLASH!!!

Just Released ● Sensational Polka HIT

"SCOLD ME NOT, MOTHER DEAR" #2013

(Initial Orders Already Surpass "Helen Polka")

DANA MUSIC CO., Inc.
286 FIFTH AVENUE NEW YORK 1, N. Y.
Wisconsin 7-9093

"POISON" GARDNER AND HIS ALL-STARS

"33"

BOOGIE INSTRUMENTAL

Backed with

"YOU'RE MY BABY TO-NIGHT"

ON THE IMPERIAL RECORD NO. 5030

Order from your nearest distributor or write to:

IMPERIAL DISTRIBUTING CO.
137 N. WESTERN AVE. LOS ANGELES 4, CALIF.

The Billboard MUSIC POPULARITY CHARTS PART IV

Retail Record Sales

Week Ending September 17

BEST-SELLING CHILDREN'S RECORDS

Records listed are those children's records selling best in the nation's retail record stores (dealers) according to The Billboard's weekly record dealer survey. Records are listed according to greatest sales.

	POSITION				
Weeks to date	Last Week	This Week			
15	1	1.	LITTLE TOOT (One Record)	Don Wilson-The Starlighters	Capitol DAS-80
15	4	2.	BUGS BUNNY (Three Records)	Mel Blanc	Capitol CC-64
15	2	3.	BOZO AT THE CIRCUS (Two Records)	Billy May with Ork-Vance "Pinto" Colvig	Capitol BBX-34
4	5	4.	BUGS BUNNY AND THE TORTOISE (Two Records	Mel Blanc-Billy May	Capitol DBX-93
5	9	5.	PECOS BILL (Three Records)	Roy Rogers-Sons of the Pioneers	Victor Y-375
10	8	6.	BOZO SINGS (Two Records)	Billy May with Ork-Vance "Pinto" Colvig	Capitol DBS-84
12	7	7.	BOZO AND HIS ROCKET SHIP (Two Records)	Billy May with Ork-Vance "Pinto" Colvig	Capitol BBX-95
6	7	8.	KING COLE FOR KIDS ALBUM (Three Records)	King Cole Trio	Capitol DC-89
9	10	9.	JOHNNY APPLESEED (Three Records)	Dennis Day	Victor P-368
13	13	10.	UNCLE REMUS (Three Records)	Johnny Mercer and Original Cast	Capitol CC-40
10	15	11.	RUSTY IN ORCHESTRAVILLE (Three Records)	Billy May-Alan Livingston-Henry Blair	Capitol BC-35
1	—	12.	LITTLE ORLEY-UNCLE LUMPY ALBUM (Four Records)	Fred Waring and Pennsylvanians	Decca CUS-7
4	—	13.	TUBBY THE TUBA (Two Records)	Danny Kaye	Decca CU-106
11	8	14.	NURSERY RHYMES (Two Records)	Frank Luther	Decca CS-5
1	—	15.	NURSERY RHYMES ALBUM (Two Records)	Ken Carson-Billy May	Capitol DBS-90
1	—	15.	TEX RITTER-SONGS FOR CHILDREN ALBUM (Three Records)	Tex Ritter	Capitol DC-91
6	11	15.	SPARKY'S MAGIC PIANO (Three Records)	Billy May-Alan Livingston-Henry Blair	Capitol DC-79

BEST-SELLING RECORDS BY CLASSICAL ARTISTS

Records listed are those classical and semi-classical records selling best in the nation's retail record stores (dealers), according to The Billboard's weekly record dealer survey. Records are listed according to greatest sales.

	POSITION				
Weeks to date	Last Week	This Week			
152	1	1.	Claire de Lune	Jose Iturbi	Victor 11-8851
34	3	2.	Bluebird of Happiness	Jan Peerce, RCA Victor Ork; S. Levin, director	Victor 10-1454, Victor 19-1074, Victor 11-8007
149	2	3.	Chopin's Polonaise	Jose Iturbi	Victor 11-8848
1	—	4.	Liszt: Second Hungarian Rhapsody	First Piano Quartette	Victor 12-0251
115	—	5.	Warsaw Concerto	Boston Pops, Arthur Fiedler, conductor; Leo Litwin, pianist	Victor 11-8863

BEST-SELLING RECORD ALBUMS BY CLASSICAL ARTISTS

Albums listed are those classical and semi-classical albums selling best in the nation's retail record stores (dealers), according to The Billboard's weekly record dealer survey. Albums are listed according to greatest sales.

	POSITION				
Weeks to date	Last Week	This Week			
5	1	1.	Chopin's Favorites (Three Records)	First Piano Quartet	Victor MO-1227
58	—	1.	Rachmaninoff Concerto No. 2 in C. Minor (Five Records)	Arthur Rubinstein, pianist; NBC Ork; Vladimir Golschmann	Victor 1074
1	—	3.	Beethoven Fifth Symphony (Four Records)	NBC Symphony-Toscanini	Victor DM-640
4	2	4.	Greig's Concerto in A Minor (Three Records)	A. Rubinstein	Victor DM-900
69	—	5.	Tchaikovsky: Nutcracker Suite (Three Records)	Eugene Ormandy, conductor; Philadelphia Ork	Victor 1020

BEST-SELLING POPULAR RECORD ALBUMS

Albums listed are those selling best in the nation's retail record stores (dealers). List is based on The Billboard's weekly survey among 4,370 dealers in all sections of the country. Albums are listed numerically according to greatest sales.

	POSITION				
Weeks to date	Last Week	This Week			
12	1	1.	AL JOLSON VOLUME III ALBUM (Four Records)	Al Jolson	Decca A-648
4	4	2.	THEME SONGS (Four Records)	T. Dorsey, S. Kaye, T. Beneke, Larry Green, V. Monroe, F. Martin, W. King, Three Suns	Victor PT-17
19	2	3.	STAN KENTON: PRESENTATION OF PROGRESSIVE JAZZ ALBUM (Four Records)	Stan Kenton	Capitol CD-79
11	3	4.	EMPEROR'S WALTZ (Two Records)	Bing Crosby	Decca A-820
22	10	5.	GLENN MILLER MASTERPIECES (Four Records)	Glenn Miller	Victor P-189
19	8	6	SONGS OF OUR TIMES (1932) ALBUM (Four Records)	Carmen Cavallaro	Decca 1932
90	9	7.	GLENN MILLER (Four Records)	Glenn Miller	Victor P-148
18	9	8.	BUSY FINGERS (Four Records)	Three Suns	Victor P-206
2	—	9.	SONGS OF OUR TIMES (1940) ALBUM (Four Records)	C. Baum Ork	Decca A-1940
3	—	9	WIZARD AT THE ORGAN	Ken Griffin	Rondo R-1007

It's Free... Absolutely Free!

YOU GET ONE 12 INCH, $2.00, LONDON RECORD AS A GIFT

IT'S AS SIMPLE AS THIS:

YOU BUY ONE BOX OF 10 LONDON RECORDS No. 5019	**$12.00** plus tax
YOU GET A BEAUTIFUL COUNTER MERCHANDISER FREE	**00.00**
YOU GET ONE LONDON RECORD No. 5019 FREE	**00.00**
YOUR TOTAL COST FOR ALL THIS	**$12.00** plus tax
YOUR PROFIT ON 10 LONDON RED LABEL RECORDS	**$ 8.00**
YOUR ADDITIONAL PROFIT ON ONE FREE LONDON RECORD	**2.00**
YOUR TOTAL PROFIT	**$10.00**

- **HERE IS A COMPLETE FULL RANGE RECORDING OF JOHANN STRAUSS' IMMORTAL "EMPEROR WALTZ" — MADE ALL THE MORE POPULAR BY THE MOTION PICTURE OF THE SAME NAME — PLAYED BY THE NEW SYMPHONY ORCHESTRA CONDUCTED BY JOSEF KRIPS.**
- **HERE IS A BEAUTIFUL COUNTER DISPLAY MERCHANDISER THAT HAS TREMENDOUS CONSUMER APPEAL.**
- **HERE IS THE OPPORTUNITY TO SELL RECORDS THAT MEAN BIG PROFITS AND REPEAT BUSINESS — LONDON RED LABEL RECORDS.**
- **LONDON RECORDS BUYERS KNOW THAT THERE IS NO COMPROMISE WITH QUALITY RECORDING.**
- **HERE IS AN OPPORTUNITY TO MAKE EXTRA PROFITS BY PROMOTING THIS LONDON DEAL.**
- **JUST ASK YOUR LOCAL LONDON DISTRIBUTOR OR SALESMAN. IT'S AS SIMPLE AS THAT TO MAKE AN EXTRA, BIG PROFIT.**

LONDON

IMPORTED

LONDON RECORDS

FULL RANGE RECORDING

"NO FOOLIN'," says Leo . . . "it's a HIT!"

Blue BARRON and his Music of Yesterday and Today

"YOU WERE ONLY FOOLIN'"

backed by "IT'S EASY WHEN YOU KNOW HOW" MGM-10185

M-G-M RECORDS
THE GREATEST NAME IN ENTERTAINMENT

ALL NEW RELEASES HITS on NATIONAL Records

The Best Rendition Yet of the Tune That Is Sweeping the Country Done by Your Favorite Quartet—

9056-THE RAVENS' ● IT'S TOO SOON TO KNOW / BE ON YOUR MERRY WAY
9052-BILLY ECKSTINE'S ● YOU'RE MY EVERYTHING / COOL BREEZE
9055-CHARLIE VENTURA'S ● EUPHORIA / IF I HAD YOU
9051-GRACE SMITH'S ● WHAT'S ON THE RAIL FOR THE LIZARD / GET YOUR FAT MAN NOW
9054-DON ALFONSO ● PAPA SABE (Papa Knows) / DOROTEA
5020-RAY SMITH'S ● MY DADDY IS ONLY A PICTURE / I'M A FOOL TO CARE
25001-CHARLIE BARNET'S (Re-release) ● CHEROKEE / REDSKIN RHUMBA

NOW ON SALE AT YOUR NEAREST DISTRIBUTORS
or
NATIONAL Records ORDER FROM YOUR NEAREST NATIONAL DISTRIBUTOR or NATIONAL DISC SALES • 1841 B'WAY, N. Y. 23, N. Y.

The Billboard MUSIC POPULARITY CHARTS PART V

Juke Box Record Plays

Week Ending September 17

MOST-PLAYED JUKE BOX RECORDS

Records listed are those receiving the greatest play in the nation's juke boxes. List is based on The Billboard's weekly survey among 3,558 operators in all sections of the country. Listed under the title of each of the most played records are other available recordings of the same tune. Unless shown in this chart other available records of tunes listed here will be found in the Honor Roll of Hits, Music Popularity Chart Part 1.

POSITION Weeks to date	Last Week	This Week			
15	1	1.	YOU CALL EVERYBODY DARLIN'	Al Tracs	Regent 117
11	2	2.	TWELFTH STREET RAG	Pea Wes Hunt	Capital 15105
9	3	3.	A TREE IN THE MEADOW	Margaret Whiting	Capitol 15122
10	4	4.	MY HAPPINESS	J. & S. Staela	Damon D-11133
9	t0	5.	IT'S MAGIC	Doris Day	Columbia 38188
16	5	6.	MY HAPPINESS	Pied Pipers	Capitol 15094
4	13	7.	UNDERNEATH THE ARCHES	Andrswe Sietars	Decca 24490
14	7	8.	MY HAPPINESS	Ella Fitzgerald	Decca 24448
13	8	9.	LOVE SOMEBODY	Daris Day-Buddy Clark	Columbia 38174
12	8	10.	YOU CAN'T BE TRUE, DEAR	Ken Griffin	Ronda R-128
t0	13	11.	MAYBE YOU'LL BE THERE	Gordon Jenkins	Decca 24403
8	12	t2.	UNDERNEATH THE ARCHES	P. Scala's Banjo and Accordion Ork-The Keynotes	London 238
3	15	13.	YOU CALL EVERYBODY DARLIN'	Andrews Sistars	Decca 24490
9	9	14.	IT'S MAGIC	Dick Haymes-Gordon Jenkine	Decca 23826
3	23	15.	IT'S MAGIC	Tony Martin	Victor 20-2862
3	18	16.	HAIR OF GOLD	Gordon MacRae	Capitol 15178
7	28	t7.	COOL WATER	Vaughn Monroe-Sons of the Pioneers	Victor 20-2923
			(The Eastman Trio, Trilon 189; Derry Falligant, MGM 10258; N. Lutcher, Capitol 15148; Tex Ritter-Dinning Sisters, Capitol 40026; Sons of the Pioneers, Decca 46027; Victor 20-1724; The Western Aces, Lamb 10-105; Varsity 109)		
1	—	18.	UNTIL	Tommy Dorsey Ork-H. Prime	Victor 20-3061
3	28	19.	YOU CALL EVERYBODY DARLIN'	Jerry Wayne	Columbia 38288
9	11	20.	YOU CALL EVERYBODY DARLIN'	A. Vincent	Mercury 8155
8	26	20.	HAIR OF GOLD	J. Emerson	Metrotone 2018
6	20	22.	YOU CALL EVERYBODY DARLIN'	Jack Smith	Capitol 15156
11	2t	23.	YOU CALL EVERYBODY DARLIN'	Al Trace	Sterling 3023
9	—	24	YOU CALL EVERYBODY DARLIN'	B. Hayes	De Luxe 1178
2	—	25.	A TREE IN THE MEADOW	I. Laurenz	Mercury 8148
14	19	25	BOUQUET OF ROSES	Eddy Arnold and His Tennessee Plowboys	Victor 20-2806
2	30	27.	THAT CERTAIN PARTY	Benny Strong	Tower 1271
			(F. Gray, Apollo 1132; Varsity Ork, Varsity 111)		
1	—	28	A TREE IN THE MEADOW	Monica Lewis-Ames Brothers	Decca 24411
8	t8	28	JUST A LITTLE LOVIN'	Eddy Arnold and His Tennessee Plowboys	Victor 20-3013
			(Bill Case & His Melody Boys, Royal-Tone 1001; B. Eberle-Sunshine Serenaders, Decca 24492; Foy Willing and His Riders of the Purple Sage, Capitol 15221)		
1	—	30.	A TREE IN THE MEADOW	S. Browne	London 123
1	—	30	YOU CALL EVERYBODY DARLIN'	Art Lund-Crew Chiefs and the Harmonica Gentlemen	MGM 10268

SONGS WITH GREATEST RADIO AUDIENCES

(Continued from page 23)

P. S.: I Love You (R)	La Salle—ASCAP
Put 'Em in a Box, Tie 'Em With a Ribbon (F) (R)	Remick—ASCAP
Rambling Rose (R)	Laurel—ASCAP
Take it Away (R)	Pamora—BMI
The Night Has a Thousand Eyes (R)	Paramount—ASCAP
The Things I Love (R)	Campbell—BMI
This is the Moment (F) (R)	Miller—ASCAP
Underneath the Arches (R)	Robbins—ASCAP
When You Left Me (R)	Porgie—BMI
Whisper a Word of Love (R)	Leeds—ASCAP
You Call Everybody Darlin' (R)	Mayfair—ASCAP
You Walk By (R)	Cavalier—BMI
You Were Only Foolin' (R)	Shapiro-Bernstein—ASCAP

With a Twist of the Wrist, published by Patmar, was inadvertently omitted in last week's Songs With Greatest Radio Audiences chart.

SHOWBIZ LICKS

(Continued from page 3)

at the Plaza Bar Club and neighborhood theaters.

To catch some of the greenbacks, the Hotel Waldorf has boosted its floor show to five acts and is using a 10-piece band. El Recreo, a new club, opened in the swank Los Chorros section.

Two U. S. girls, Jeanette Kirwin and Lin Jordan, get new contracts at Mario's, after rounding out 15 weeks of steady work. Carman Espinoza is at the Broadway, Lolita Estrella at the Copacabana, the Luis Cardenas Trio at Maxim's, Varnay and Gunther (violin-piano) at the Jockey Club.

Biggest radio name in town is Leo Marini, Latin singer, who is on the *Chesterfield Hour*, while Janine Brunissen, French singer, doubles on radio at the Copacabana.

Samuel Bakerman continues to use acts week-ends at Coney Island, and current top act is Trio Los Colegiales, Mexican jitterbugs. Patty and Alice Foster, juveniles, are with Bakerman's *Stars and Ice* show now at Maracaibo. Luna Park, traveling carnival owned by Bakerman, is playing Porlamar in the Isle of Margarita and is booked for Curacao, the Dutch Island, in October.

Bakerman and Borges Villegas, co-owners of Coney Island, Luna Park and other attractions here, will use a 30-person water show headed by Buster Crabbe here in December. This will be the first aqua show for Venezuela.

The Billboard MUSIC POPULARITY CHARTS

PART VI

Race Records

Billboard TRADE SERVICE FEATURE

Week Ending
September 17

BEST SELLING RETAIL RACE RECORDS

Records listed are race records that sold best in stores according to The Billboard's special weekly survey among a selected group of retail stores, the majority of whose customers purchase race records.

Weeks to date	Last week	This Week			
16	1	1.	PRETTY MAMA BLUES	Ivory Joe Hunter	4 Star 1254
11	6	2.	I CAN'T GO ON WITHOUT YOU	Bull Moose Jackson	King 4230
13	4	3.	MY HEART BELONGS TO YOU	Arbee Stidham	Victor 20-3573
16	16	4.	GOOD ROCKIN' TONIGHT	Wynonie Harris	King 4310
19	3	5.	LONG GONE	Sonny Thompson	Miracle M-126
16	3	6.	MESSIN' AROUND	Memphis Slim	Miracle M-125
2	6	7.	EVERYTHING I DO IS WRONG	Roy Milton and His Solid Senders	Specialty SP-314
3	10	8.	AM I ASKING TOO MUCH?	Dinah Washington	Mercury 8095
3	3	8.	LATE FREIGHT	Sonny Thompson	Miracle M-126
1	—	9.	OUT OF THE BLUE	Hadda Brooks Trio	Modern 30-600
3	13	11.	CORN BREAD	Hal Singer Sextette	Savoy 671
4	7	12.	DON'T BURN THE CANDLE AT BOTH ENDS	Louis Jordan and His Tympany Five	Decca 34483
14	6	12.	RUN, JOE	Louis Jordan	Decca 24448
9	—	14.	LOLLYPOP MAMA	Wynonie Harris	King 4226
2	11	15.	WAXEY MAXIE	Paul Williams	Savoy 670
1	—	15.	MANTECA	Dizzy Gillespie	Victor 20-3023

MOST-PLAYED JUKE BOX RACE RECORDS

Records listed are race records most played in juke boxes according to The Billboard's special weekly survey among a selected group of juke box operators whose locations require race records.

	POSITION				
Weeks to date	Last Week	This Week			
16	15	1.	MESSIN' AROUND	Memphis Slim	Miracle M-128
16	3	1.	PRETTY MAMA BLUES	Ivory Joe Hunter	4 Star 1254
13	2	3.	MY HEART BELONGS TO YOU	Arbee Stidham	Victor 20-2573
16	6	4.	LONG GONE	Sonny Thompson	Miracle M-128
10	1	5.	I CAN'T GO ON WITHOUT YOU	Bull Moose Jackson	King 4230
4	10	6.	DON'T BURN THE CANDLE AT BOTH ENDS	Louis Jordan and His Tympany Five	Decca 24493
5	14	7.	LATE FREIGHT	Sonny Thompson	Miracle M-128
6	—	7.	WEST SIDE BABY	Dinah Washington	Mercury 8076
4	7	9.	CORN BREAD	Hal Singer Sextette	Savoy 671
3	—	8.	TEARDROP BLUES	Joe Liggins Drops of Joy	Specialty SP-521
12	9	11.	DON'T FALL IN LOVE WITH ME	Ivory Joe Hunter	King 4220
2	11	11.	I FEEL LIKE GOING HOME	Muddy Waters	Aristocrat 1305
1	—	13.	THE CALLOWAY BOOGIE	Cab Calloway	Columbia 38227
1	—	14.	SEPTEMBER SONG	Don Byas	
22	4	14.	GOOD ROCKIN' TONIGHT	Wynonie Harris	King 4310
28	11	14.	KING SIZE PAPA	Julia Lee and Her Boy Friends	Capitol Americana 40082
1	—	14.	LONDON DONNIE	Don Byas	Savoy 668
1	—	14.	ROCKIN' THE BOOGIE	Joe Lutcher	Specialty 303

ADVANCE RACE RECORD RELEASES

Ain't It a Shame
B. (Lightning) Hopkins (No Mail) Modern 20-021

Bean at the Met
Camhawkins Quin'et (I'm in) Mercury 8101

Berserk Boogie
Lucky Millinder Ork (Fare-Thee-Well) Decca 24495

Bluebird of Happiness
D. Groner Trio (Lilacs in) Aristocrat AR-1803

Come To Me
O. Wilson & Basin Street Boys (If I) Mercury 0106

Dirty Deal Boogie
Willie (Long Time) Smith (Flying Cloud) Columbia 30140

Flying Cloud Boogie
Willie (Long Time) Smith (Dirty Deal) Columbia 30140

Golden Diamond Blues
"Smokey" Hogg (Oh! Woman) Modern 606

H. D. Blues
Duke Henderson-L. Thompson and His All Stars (S. H. Blues) Apollo 400

If I Can't Have You
O. Wilson & Basin Street Boys (Come to) Mercury 8106

I'll Wait
D. Washington (It's Too) Mercury 8107

I'm in the Mood for Love
C. Hawkins Quintet (Bean At) Mercury 8101

It's Too Soon to Know
D. Washington (I'll Wait) Mercury 8107

Let's Jump
Little Willie Jackson (Peanut Vendor) Modern 20-613

Lonesome Women Blues
T-Bone Walker (West Side) Comet T-50

Mabel the Lush
Scat Man Crothers-Riff Charles and Friends (Riff's Blues) Capitol 15220

No Mail Blues
B. (Lightning) Hopkins (Ain't It) Modern 20-621

Oh! Woman, Oh! Woman
"Smokey" Hogg (Golden Diamond) Modern 20-006

Peanut Vendor
"Little" Willie Jackson (Let's Jump) Modern 20-013

Ready for Action
F. Cully (The Pig) Continental C-6070

Riff's Blues
Scat Man Crothers-Riff Charles and Friends (Mabel the) Capitol 15220

S. H. Blues
Duke Henderson-L. Thompson and His All Stars (H. D. Blues) Apollo 400

Tootsie Timesie
H. Brooks Trio (What Have) Modern 20-602

What Have I Done
H. Brooks Trio (Tootsie Timesie) Modern 20-602

West Side Baby
T-Bone Walker (Lonesome Women) Comet T-50

CURRENT COLUMBIA TOP HITS

IT'S MAGIC / PUT 'EM IN A BOX — Doris Day 38188
BUTTONS AND BOWS / Daddy-O — Dinah Shore 38284
LOVE SOMEBODY / CONFESS — Doris Day & Buddy Clark 38174
YOU CALL EVERYBODY DARLING / Cuckoo Waltz — Jerry Wayne 38286
JUST FOR NOW / EVERYBODY LOVES SOMEBODY — Frank Sinatra 38225
MAKIN' LOVE, MOUNTAIN STYLE / FINISHING SCHOOL WAS THE FINISH OF ME — Dorothy Shay 38238
I'M IN LOVE — Doris Day & Buddy Clark
It's You Or No One — Doris Day 38290
I'D LOVE TO LIVE IN LOVELAND / Your Heart and Mine — Jerry Wayne & The Dell Trio 38251
RAMBLING ROSE / A Boy From Texas — Tony Pastor 38207
CANDY STORE BLUES / Dolly's Lullaby — Toni Harper 38229

RIDING HIGH!

KISS ME AGAIN / MY MELANCHOLY BABY — Frank Sinatra 38287
JUST BECAUSE / A Night In May — Frankie Yankovic 12359-F
UNDERNEATH THE ARCHES / I Want Some Money — The Serenaders 38274
FIDDLE FADDLE / 1. Jazz Pizzicato 2. Jazz Legato — The Columbia Orchestra 38266
A TREE IN THE MEADOW / Galway Bay — Bill Johnson 38279

THE GREAT ARTISTS AT THEIR BEST ARE ON
COLUMBIA RECORDS
Trade-marks "Columbia," and Reg. U. S. Pat. Off. Marcas Registradas

TRI-STATE

. . . A New Hard-Riding Label Specializing in Hillbilly and Western Hits

Ride This New Top Western Tune to BIG RECORD SALES

ONE HAS MY NAME

(THE OTHER HAS MY HEART)

by Dick Dyson and His Musical Texans

backed by

TIRED OF ME

DISTRIBUTORS—

Some good territories still available.

WRITE, PHONE, WIRE AT ONCE

TRI-STATE RECORDING CO.
1903 South Harwood, Dallas, Texas
Harwood 3791

ORIGINAL PRESSING
Completely Sold Out!

• SECOND PRESSINGS ON THEIR WAY

Safe at Home

• A TRIBUTE TO "THE BABE"

featuring

TEX FLETCHER

backed by

"LET'S BE SWEETHEARTS AGAIN"

ON FLINT RECORD #1788

A tribute to the great man of baseball, ever-loving and ever-lasting Babe Ruth. Tex Fletcher delivers in brilliant patter—just makes you stop and listen.

Play "SAFE"—Feature the Original "SAFE AT HOME"

FLINT RECORDS, INC.

801 GREENWICH ST. CH 3-4900 NEW YORK 14, N. Y.

The Billboard MUSIC POPULARITY CHARTS

PART VII

Folk Record Section

Week Ending September 17

MOST PLAYED JUKE BOX FOLK RECORDS

Records listed are hillbilly records most played in juke boxes according to The Billboard's special weekly survey among a selected group of juke box operators whose locations require folk records.

Weeks to date	POSITION Last Week	This Week			
18	1	1.	BOUQUET OF ROSES	Eddy Arnold and His Tennessee Plowboys	Victor 20-2806
5	2	2.	JUST A LITTLE LOVIN'	Eddy Arnold and His Tennessee Plowboys	Victor 20-3013
20	7	3.	TEXARKANA BABY	Eddy Arnold and His Tennessee Plowboys	Victor 20-2806
28	3	4.	ANYTIME	Eddy Arnold and His Tennessee Plowboys	Victor 20-2700
4	5	4.	ONE HAS MY NAME	Jimmy Wakely	Capitol 15162
22	7	6.	TENNESSEE WALTZ	Pee Wee King and His Golden West Cowboys	Victor 20-2660
2	—	7.	I LOVE YOU SO MUCH IT HURTS	Floyd Tillman	Columbia 20430
3	—	8.	LIFE GETS TEE-JUS, DON'T IT?	C. Robison	MGM 10224
1	—	9.	MEMORIES OF FRANCE	T. Texas Tyler	4 Star 1249
16	6	9.	SWEETER THAN THE FLOWERS	Moon Mullican	King 673
3	—	9.	THAT WILD AND WICKED LOOK	Ernest Tubb	Decca 46134
1	—	9.	BANJO BOOGIE	A. (Guitar Boogie) Smith and His Cracker Jacks	MGM 10229
12	—	13.	BLUE SHADOWS ON THE TRAIL	Roy Rogers-Sons of the Pioneers	Victor 20-2760
1	—	13.	COOL WATER	Sons of the Pioneers	Victor 20-1724 Decca 46027
1	—	13.	DEAR OAKIE	D. O'Dell	Exclusive 33X
2	12	13.	DEAR OAKIE	Jack Rivers with Western Band	Capitol 15169
1	—	13.	LAZY MARY	B. Hobbs and His Trail Herders	MGM 10206
1	—	13.	BEAUT FROM BUTTE	Dick Thomas	Decca 46132

FOLK TALENT AND TUNES

By Johnny Sippel

Jenny Lou Carson, songwriter, and husband, Tiny Hill, vacationing at Hot Springs. . . . Gov. Jimmy Davis has purchased the Stables, nitery-cafe with resort facilities at Palm Springs, Calif., and expects to work his crew at the spot several months per year. . . . The 101 Ranch Boys, who recently inked a Columbia pact, line up with Andy Reynolds, rhythm guitar and vocals; Leonard Zinn, steel guitar and comedy; Smoky Roberts, accordion and vocals; George Long, bass and vocals, and Cliff Brown, fiddle and vocals. . . . Arlie Kinkade, now making his home in Canton, O., reports that he may reorganize his Cherry Hill Boys, once featured over WWVA, Wheeling, W. Va., and other stations. . . . Johnny Rion's Trail Hitters, Marvin Mann, fiddle; Vernon Womack, electric guitar; Bernice Waller, accordion, and the leader, who doubles as music director of KREI, Farmington, Mo., have been auditioned by a major record firm. . . . New Mutual web show, which started September 11 featuring Hank Thompson, will air at noon, Saturdays (CDST). Packaged by the Brown brothers, who head Monogram Radio Programs, Nashville, line-up includes Annie Lou and Danny, the Fairfield Four and a Dixieland band.

Jimmie and Leon Short, who wax for Decca, report that they have completed a three-month tour thru the East and are heading West with their Texas Ramblers soon. . . . The American Quarterhorse Association, which promotes the breeding of quarterhorses, has voted Jimmy Wakely its favorite Western star. Wakely rides a quarterhorse in all his pictures.

Mitch Hamilberg, Hollywood agent, is dickering for Gene Autry and his *Melody Ranch* gang to play the Palladium, London, or to work a rodeo troupe, starring Autry, thru the British Isles. Autry's rodeo schedule includes St. Paul, September 16-25; Madison Square Garden, September 29-October 24, and Boston Garden, October 27-November 7. Ray Whitley joins Autry for the Gotham stint, with Johnny Bond, the Cass County Boys, Frankie Marvin and Carl Cotner and the Pinafores holding over. Perry Ward, who served as announcer in 1930 when Autry started at KVOO, Tulsa, joins the CBS *Melody Ranch* show this fall. Autry has plans to make a series of video films, in addition to his regular film schedule. . . . Uncle Art Satherlee, Columbia platters' folk music chief, and Don Law, Columbia's ad and promotion sales exec for hillbilly and Western music, recently spent a week off the Connecticut coast deep sea fishing. . . . Eva Foley returned to Nashville recently with hubby, Red, after convalescing for several months in Chicago. . . . Pee Wee King and His Golden West Cowboys shattered the attendance mark at the WGAR Range Riders' folk music park, Harmony Ranch, Chagrin Falls, O., and a WSM, Nashville, troupe, starring Cowboy Copas and Rod Brasfield, set a new mark at Harry Smythe's Buck Lake Ranch, Angola, Ind., August 22, when 22,800 people turned out.

Nelson King, WCKY, Cincinnati, d.j., has added seven hours to his weekly schedule, with an hour show nightly at midnight called *WCKY Hayride*. . . . Tex Williams has set up his publishing firm. . . . Rosalie Allen, back to work after the June 8 birth of her daughter, Dorothy Jill, set a three-year attendance mark at Valley View Park, York, Pa., August 14, when 4,700 watched her show. . . . Texas Jim Robertson may start his own television show in New York. . . . Shorty Warren's Western Rangers, with new steel guitarist Jim Meehan, are working the Sequoia Club, Staten Island, N. Y. . . . Victor is mulling reissue of records

(Continued on opposite page)

The Billboard MUSIC POPULARITY CHARTS

PART VII

Folk Record Section

Billboard TRADE SERVICE FEATURE

Week Ending
Sept. 10

BEST SELLING RETAIL FOLK RECORDS

Records listed are hillbilly records that sold best in stores according to The Billboard's special weekly survey among a selected group of retail stores, the majority of whose customers purchase folk records.

POSITION Weeks to date	Last Week	This Week			
20	2	1.	BOUQUET OF ROSES	Eddy Arnold and His Tennessee Plowboys	Victor 20-2806
5	1	2.	JUST A LITTLE LOVIN'	Eddy Arnold and His Tennessee Plowboys	Victor 20-3103
12	6	3.	ANYTIME	Eddy Arnold and His Tennessee Plowboys	Victor 20-2700
20	9	4.	TENNESSEE WALTZ	Pee Wee King and His Golden West Cowboys	Victor 20-2680
4	3	5.	ONE HAS MY NAME	Jimmy Wakely	Capitol 15162
20	5	6.	HUMPTY DUMPTY HEART	Hank Thompson and His Brazos Valley Boys	Capitol Americana 40065
5	7	7.	MY DADDY IS ONLY A PICTURE	Eddy Arnold and His Tennessee Plowboys	Victor 20-3013
6	4	8.	LIFE GETS TEE-JUS, DON'T IT?	C. Robison	MGM 10224
20	11	9.	TEXARKANA BABY	Eddy Arnold and His Tennessee Plowboys	Victor 20-2806
20	8	10.	SWEETER THAN THE FLOWERS	Moon Mullican	King 673
1	—	11.	ONE HAS MY NAME	E. Dean	Crystal 132
14	10	12.	BLUE SHADOWS ON THE TRAIL	Roy Rogers-Sons of the Pioneers	Victor 20-2780
7	12	13.	FOREVER IS ENDING TODAY	Ernest Tubb	Decca 46134
3	14	14.	TALKING BOOGIE	Tex Williams and His Western Caravan	Capitol 15175
8	—	15.	TENNESSEE MOON	Cowboy Copas	King 714

ADVANCE FOLK RECORD RELEASES

Arkansas Traveler
Dub Adams-Jelly Green (Cripple Creek) Bullet 665

Booga Boo Baby
A. Davis & the Rhythm Riders (T. Town Sue) Bullet 864

Boog-Boog-Boogie
Turner Brothers (The Fallen) Radio Artist 234

Cripple Creek
Dub Adams-Jelly Green (Arkansas Traveler) Bullet 665

Day Dreaming to Sorrow
J. P. Sauceman (You Told) Rich-R'-Tone 416

Four Walls and a Window
Georgia Slim & His Texas Roundup (Stop and) Mercury 8138

I Dreamed I Spent Christmas in Heaven
Z. Clements (I Won't Be Here) Bullet 668

I Saw the Light
H. Williams & His Drifting Cowboys (Six More) MGM 10271

I Won't Be Here To Love You Anymore
Z. Clements (I Dreamed) Bullet 668

It's in the Cards
K. Curtis (When the) Bullet 666

Nelly and Tenbrook
Stanley Brothers (The Ramblers) Rich-R'-Tone 418

Our Baby's Going To Be With Jesus
Daisy Mae & Old Uncle Charlie (Sweeter Than) Mercury 8138

Six More Miles (To the Graveyard)
H. Williams & His Drifting Cowboys (I Saw) MGM 10271

Someday You'll Know
G. Allen (The Convict's) Rich-R'-Tone 413

Stop and Listen to Your Heart
Georgia Slim & His Texas Roundup (Four Walls) Mercury 8138

Sweeter Than the Flowers Number Two
Daisy Mae & Old Uncle Charlie (Our Baby's) Mercury 8136

T. Town Sue
A. Davis & the Rhythm Riders (Booga Boo) Bullet 864

Tennessee Moon
Shorty Long (Yesterday's Mail) Decca 46142

The Convict's Dream
G. Allen (Someday You'll) Rich-R'-Tone 413

The Fallen Leaf Waltz
Turner Brothers (Boog-Boog-Boogie) Radio Artist 234

The Girl in the Blue Velvet Band
Tex Fletcher (Little Blossom) Flint 1788

The Ramblers Blues
Stanley Brothers (Molly and) Rich-R'-Tone 418

Two Little Orphans
Stoney Cooper & Wilma Lee (Wicked Path) Rich-R'-Tone 417

When Harvest Days Are Over
Turner Brothers (When We) Radio Artist 235

When the Organ Played Nearer My God to Thee
K. Curtis (It's in) Bullet 866

When We Sing Around the Throne
Turner Brothers (When Harvest) Radio Artist 235

Who Shot That Hole in My Sombrero
R. Allen Ork (Happy Mary) Mercury 8140

Wicked Path of Sin
Stoney Cooper & Wilma Lee (Two Little) Rich-R'-Tone 417

FOLK TALENT AND TUNES

(Continued from opposite page)

made 20 years ago by Jesse Rogers, blue Texas yodeler. . . . Elmer and Pete Newman, operators of Sleepy Hollow Ranch, Quakertown, Pa., have a rapidly growing manufacturing business, turning out plastic guitars, with inset pictures of various top folk music names. . . . Oldtimer Chubby Chuck Roe, recently at the Village Barn, New York, is at the Latin Quarter, New York, with Milton Berle.

Elton Britt is doing so well on the West Coast that he plans to stay there for some time and is arranging to move his wife, Penny, and his son to the Coast as soon as possible. Britt is featured on Spade Cooley's KTLA television show. . . . Eddie McMullen's *Steel Guitar Boogie* on Rainbow is above the 100,000 mark.

After three seasons with the Hoosier Cornhuskers, Clair Meekins, the Singing Drifter, is doing a single and emseeing the *Western Jamboree*, WFIN, Findlay, O. Others on the show include his wife, Milly, vocalist, and the Buckeye Ramblers. . . . Big Slim, the Lone Cowboy, doing p.a.'s thru the Midwest and East, has purchased another Palomino high-school horse, which gives him three Palominos, one spotted horse and two trained mules. . . . Earl Heywood is presenting his *Serenade Ranch* over CKNX, Wingham, Ont. He has just had his first folio published by Canadian Music Sales.

Jack Rivers, featured with Ken Curtis and Shug Fisher on the ABC's Saturday afternoon *Hitching Post*, has inked a pact with Capitol, who took over a set of pre-ban masters. . . . Jack Jaracy, who worked over European stations while a G. I., is now heard on WKPA, New Kensington, Pa. He also presents an animal act on his personals.

BIG 5 BIG

RED HOT NUMBERS FOR YOUR RACE LOCATIONS

5551 **MY FAULT**
MARRIED WOMAN BLUES—By BROWNIE McGHEE
The Blues Ballad Sensation of the Year.

666 **WE'RE GONNA ROCK**
HARLEM ON PARADE—By BILL MOORE
Bigger and Better Than "Bubbles"

669 **JELLY ROLL JAN**
JUMPIN' IN JACK'S HOUSE—By BEALE ST. GANG
Both Sides Hotter Than a Pistol!

670 **WAXIE MAXIE**
SPIDER SENT ME—By PAUL WILLIAMS
Paul Williams at His Baritone Best

671 **CORN BREAD**
PLUG FOR CLIFF—By HAL SINGER
A New Artist Playing Frantic, Jumpy and Bouncy Tenor.

Savoy RECORD CO., INC.
58 Market St., Newark 1, N. J.

It's a H-I-T

and

WORLD'S *GOT IT!*

LIFE GITS TEE-JUS—DON'T IT

featuring

JIMMY ALLEN

with

BUCK BUCHANAN and the RHYTHM ROGUES

World #1507

World Records are distributed nationally by Volunteer Music Sales—P. O. Box 1002, Nashville, Tenn., your distributor for Bullet—Collegiste—Vulcan and World Records.

Order World No. 1507 now. If your distributor can't supply you, order direct from:

WORLD RECORDS

315 WARNER BLDG. NASHVILLE 3, TENN.

Retail 79c—Regular Discounts to Stores & Operators

2 X 4

HITS GABRIELS

BOTH ON WORLD RECORD #2505

RECESS IN HEAVEN

It's Heavenly—the Next NO. 1 Hit—and on the Back

GLORIA

World Records are distributed nationally by Volunteer Music Sales. P.O. Box 1002, Nashville, Tenn., your distributor for Bullet—Collegiate—Vulcan and World Records.

Order WORLD #2505 now. If your distributor can't supply you, order direct from:

WORLD RECORDS

315 Warner Bldg. Nashville 3, Tenn.

Retail—79c——Regular discounts to stores and operators

FED UP with poor records? Then switch to records made with NEF-O-LAC "905" BREAK-RESISTANT COMPOUND

Lend an ear while we give you just a few of many reasons why "905" makes better records. They work perfectly on automatic record changers . . . will not skid. There is less surface noise with any type needle. Less breakage in transit and handling. There are other equally important reasons for demanding records made with NEF-O-LAC "905" Break-Resistant Compound. Want to be convinced? . . . Send for samples.

NEF-O-LAC COMPOUND
A PRODUCT OF J. W. NEFF LABORATORIES INC

3 QUALITY FEATURES
- LONG WEAR
- MINIMUM SURFACE NOISE
- HIGH RESISTANCE TO BREAKAGE

PINNEY & SMITH CO., 41 East 42nd Street, New York City

Exclusive Sales Agents for U. S., Canada, Central and South America

The Billboard MUSIC POPULARITY CHARTS

PART VIII

Billboard TRADE SERVICE FEATURE

Record Reviews

Week Ending September 17

RATINGS (100 Point Maximum)

90-100 TOPS • 80-89 EXCELLENT • 70-79 GOOD
40-69 SATISFACTORY • 0-39 POOR

How Ratings Are Determined

Records are reviewed three times: (1) for retailers; (2) for operators; (3) for disk jockeys. Each time on the basis of nine key categories. Each category is assigned a maximum number of points within which new releases are rated. The best possible rating is 100. Maximums are subject to change, depending on results of a survey of the music trade now being conducted. N. G. indicates a record is not suitable for appraisal within the market.

The Categories

Point listings are maximums. Song calibre, 10; interpretation, 10; arrangement, 15; "name" value, 15; record quality (surface, etc.), 5; music publisher's air performance potential, 10; exploitation (record adv't'g-promotion, film, legit and other "plug" aids), 10; manufacturer's distribution power, 10; manufacturer's production efficiency, 5.

POPULAR

ARTIST TUNES LABEL AND NO. COMMENT	RATINGS: OVER-ALL	DISK JOCKEY	DEALER	OPERATOR
HARRY JAMES (Columbia 38300)				
September Song Medium jump version of the beautiful Kurt Weill song with a James horn chorus.	76	85	75	68
Ab-Mur Oriental flavored instrumental features Juan Tizol's trombone, Corky Corcoran's tenor and the James horn in a smart cleffing.	75	80	75	70
BENNY LEE-JOY NICHOLS (The Keynotes-Stanley Black Ork) (London 271)				
A Strawberry Moon in a Blueberry Sky Fluffy, light production waxing of an equally light new waltz; pleasing and easy to take.	84	85	83	84
Ah, Tra-La-La Your Kiss Here the production becomes somewhat tedious; must've thrown in the kitchen sink.	69	67	69	71
SAM BROWNE (Doreen Stephens-The Keynotes-Stanley Black Ork) (London 266)				
With Cindy An English conception of the "Linda"-Noble patter pattern comes out as a mediocre effort.	65	65	64	67
This Is the Moment Good enough rendition of a fine pic ballad; late release should hamper this side somewhat.	65	66	64	64
ANNE SHELTON (Roy Robertson Ork) (London 267)				
Melancholy Minstrel Haunting melody grows with each listening; lyrically only adequate; Shelton rings the last iota out of the song.	87	87	88	86
The Velvet Touch Pretty weak effort to cash in on the title of a new movie by the cleffer of the film's score.	60	60	60	60
SIDNEY BECHET AND HIS NEW ORLEANS FEETWARMERS (Victor 20-3120)				
12th Street Rag Fine soprano saxing by Pops, hard horn clouting and drumming by unidentified sidemen side, properly an honest Dixie piece is being merchandised as a pop in the wake of the click Pee Wee Hunt burlesque	75	74	72	80
Suey Inconsequential novelty featuring unison chanting by the band	57	57	55	60
JERI SULLIVAN (The Lee Baxter Quintet-Johnny White Ork) (Signature 15224)				
You've Been So Good To Me Daddy Medium-tempo ballad in mood of "My Heart Belongs To Daddy," with thrush displaying warmth and big-toned voice appeal.	80	82	78	80
Baby, Won't You Please Come Home? Evergreen jazz tune piped in good jazz style, with gal especially effective in low register. Orking does very well by her, but she shows breathing difficulty in slow passages.	73	75	71	78
FLANAGAN AND ALLEN (London 276)				
Run, Rabbit, Run Old-hat English vaude singing could hardly ring bells here—but considering other clicks these days one can't be too sure.	62	65	58	62
Round the Back of the Arches (Jay Wilbur Band) Obviously the attempt to follow up by going back of instead of underneath and the singing duo end the misery with fallen.	55	50	55	60
EDMUNDO ROS ORK (London 280)				
No Money Ros tries Calypso, does okay but stirs little excitement.	67	65	67	69
Relatives, Relatives Cute song idea in Calypso style with good rumba band backing for the adequate Ros vocal.	70	72	70	74
SAM BROWNE (The Keynotes-Stanley Black Ork) (London 281)				
Ah! But It Happens Pretty late release on a current plug opus is a fair enough rendition of the song; Browne getting better with each new record	66	69	66	64
I'm Thru, With Love Good Browne piping of the fine rarely heard standard, backing in good taste	68	72	63	64
CARMEN CAVALLARO (Al Carnick) (Decca 24488)				
I Go in When the Moon Comes Out Sweetish and punchless	57	56	55	58
Ah, But It Happens Treatment casual to the point of laxity and indifference.	65	65	65	65

(Continued on page 119)

The Billboard MUSIC POPULARITY CHARTS PART IX TRADE SERVICE FEATURE

Record Possibilities

Week Ending September 17

THE BILLBOARD PICKS:

In the opinion of The Billboard music staff, records listed below are most likely to achieve popularity as determined by entry into best selling, most played or most heard features of the Chart:

LAVENDER BLUE....................Dinah Shore.............Columbia 38299

There's plenty in this charming reconstruction of a traditional folk tune, and Dinah's limpid, clear interpretation gives it a pure, child-like appeal. It's from the forthcoming Disney flick "So Dear to My Heart," in which Dinah is a principal.

CUANTO LA GUSTA.................Andrews Sisters-Carmen Miranda...Decca 24479

Gusto's the word here, as Carmen tears joyously thru the lyrics of this rousing samba with her fabulous accent, and the Andrews gals doing their usual stellar rhythm singing. Carmen sings the number in "On an Island With You."

FOR YOU..........................Gordon Jenkins With the Five Hits and a Miss and Chorus..........Decca 24478

Smooth-blended vocalizing, and a smart cleffing that kicks off light and easy and builds to a sock climax can make Jenkins's revival of the ballad a big item.

THE DISK JOCKEYS PICK:

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among 1,200 of them, the disk jockeys think tomorrow's hits will be:

1.	I WANT TO BE THE ONLY ONE	Jon & Sondra Steele	Damon D-11130
2.	WHAT DID I DO?	Dinah Shore-S. Burke Ork	Columbia 38293
3.	ALEXANDER'S RAGTIME BAND	Nellie Lutcher	Capitol 15180
4.	LOVE DON'T GET YOU NOTHING	Jon & Sandra Steele	Damon D-11130
5.	LILLETTE	Vic Damone	Mercury 5170
6.	SERUTAN YOB	The Unnatural Seven-K. Tedder and Hawthorne	Capitol 15210
7.	160 ACRES	Bing Crosby-Andrews Sisters	Decca 24481
8.	THE NIGHT HAS A THOUSAND EYES	Vic Damone	Mercury 5170
9.	OCTOBER TWILIGHT	Frankie Carle and Ork	Columbia 38291
10.	BLUE BIRD OF HAPPINESS	Jo Stafford-Gordon MacRae-The Starlighters	Capitol 15207

THE RETAILERS PICK:

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among 4,970 of them, the record retailers think tomorrow's hits will be:

1.	SAY SOMETHING SWEET TO YOUR SWEETHEART	Jo Stafford-Gordon MacRae-The Starlighters	Capitol 15207
2.	CUANTO LA GUSTA	Andrews Sisters-Carmen Miranda	Decca 24479
3.	RENDEZVOUS WITH A ROSE	Pied Pipers	Capitol 15216
4.	LILLETTE	Vic Damone	Mercury 5170
5.	CORNBELT SYMPHONY	Jack Emerson-C. Howard Ork	Metrotone M-3014
6.	ON A SLOW BOAT TO CHINA	Benny Goodman Ork-A. Hendrickson	Capitol 15208
7.	AH, BUT IT HAPPENS	Tony Martin	Victor 20-2958
8.	IT'S TOO SOON TO KNOW	Ella Fitzgerald	Decca 24497
9.	GLORIA	Ray Anthony Ork	Signature 15213
10.	I WANT SOME MONEY	Primo Scala	London 275

THE OPERATORS PICK:

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among 3,558 of them, the juke box operators think tomorrow's hits will be:

1.	BUTTONS AND BOWS	Dinah Shore	Columbia 3826
2.	AT THE FLYING W	Bing Crosby-Andrews Sisters	Decca 24481
3.	RENDEZVOUS WITH A ROSE	Pepper Neely-The Ace Trio	Bullet 1056
4.	I WANT TO BE THE ONLY ONE	Jon & Sondra Steele	Damon D-11130
5.	ON A SLOW BOAT TO CHINA	Kay Kyser Ork-H. Babbitt-G. Woods	Columbia 38301
6.	YOU DARLIN'	Lang Thompson Ork	Regent 122

A great new RCA Victor pop special!

IF WE CAN'T BE THE SAME OLD SWEETHEARTS

Perry Como

with Russ Case and Orchestra

RCA VICTOR

20-2663-A

As a result of the overwhelming demand, RCA Victor is rushing "If We Can't Be The Same Old Sweethearts" on the market. This is the one and only recording available.

Riding High... Climbing Fast

Underneath The Arches	GEORGE OLSEN	RCA Victor 20-3114-A
This Is The Moment	TONY MARTIN	RCA Victor 20-2958-A
The Matador	DESI ARNAZ	RCA Victor 20-3112
Better Luck Next Time	PERRY COMO	RCA Victor 20-2888
My Blue Heaven	DELTA RHYTHM BOYS	RCA Victor 20-3007
That's The Way He Does It	PAGE CAVANAUGH	RCA Victor 20-3065
How Strange	COLEMAN HAWKINS	RCA Victor 20-3057

and watch for Sammy Kaye's

DOWN AMONG THE SHELTERING PALMS

RCA Victor 20-3100

RCA VICTOR RECORDS

INTRODUCING . . . THE NEW NEEDLE SENSATION!
THE NYLON FIDELITONE NEEDLE OF MICROMETER PRECISION AND DESIGN
with exclusive features . . .

—IN THE BRILLIANT MAROON PACKAGE

featuring
PERMIUM (Osmium Alloy) TIP
Will Never Chip
Mounted in Resilient Nylon
Long Life
RESILIENT NYLON
Providing Vertical and Lateral Compliance
Filters Record Scratch
PROTECTIVE BUMPER
Assures Constant Point Alignment
PATENTED "V" GROOVE LOCKING FEATURE
Prevents Loosening in the Pickup by Vibration

most features for less money

ONLY $1.25

THIS ARTISTIC "5 in 1" DISPLAY CASE FREE!
By a mere turn of the knob, any one of FIVE FAMOUS FIDELITONE NEEDLES can be brought into display position. This case is only 6 x 8 x 9 inches — is richly done in blonde wood with plastic face. It will dignify and compliment any record counter.

- and 3 sensational introductory offers!

Contact your Fidelitone distributor today for full information.

PERMO, Incorporated
Chicago 26

SPECIAL ADVANTAGE ON SEPTEMBER ORDERS

Many Thanks to Hal Berg • Buddy Brode • WILK
and the "Club Swingtime" Program
FOR PLUGGING
THE SENSATIONAL BENNY STRONG TOWER RECORD 1271
"THAT CERTAIN PARTY"
AND
ANOTHER TOWER SMASH HIT
JACK OWENS AND HIS DAUGHTER MARY ANN
"WILL YOU BE MY DARLIN'?"
on
TOWER RECORD No. 1288

MIRACLE
PARADE OF HITS

HOP ABOARD THIS MONEY MAKER
"LATE FREIGHT"
o/w
"SONNY'S RETURN"
Sonny Thompson with the Sharps and Flats and Eddie Chamblee, tenor—M-128

MIRACLE RECORD COMPANY • 500 E. 63RD ST. CHICAGO 37, ILL.

The Billboard MUSIC POPULARITY CHARTS

PART X

Advance Information

Week Ending
September 17

ADVANCE RECORD RELEASES

Records listed are generally approximately two weeks in advance of actual release date. List is based on information supplied in advance by record companies. Only records of those manufacturers voluntarily supplying information are listed.

POPULAR

A Cottage in Old Donegal
J. McNally-P. Green Ork (Galway Bay) MGM 10270

A Faded Summer Love
K. Starr-D. Cavanaugh Ork (You Were) Capitol 15226

A Good Man Is Hard To Find
"Butch" Stone Ork (Put Your) Modern 20-610

A Hillside Heaven
J. Shook Quartet (To Make) Bullet 1046

A Woman Always Understands
King Cole Trio (Lilletta) Capitol 15224

Annabelle
B. Bishop Ork (Twelfth Street) Bullet 1060

At Half Past Seven
V. Damone (His Fraternity) Mercury 5194

Azure
B. Matthews-B. Adlam Ork (Caravan) MGM 10266

***Back Home in Illinois**
L. Welk Ork (Canadian Capers) Decca 25316

Be on Your Merry Way
The Ravens (It's Too) National 9056

Beside a Babbling Brook
T. Weems Ork (Irene) Mercury 5166

By the Way
A. Lund (On a Slow) MGM 10269

***Canadian Capers**
L. Welk Ork ~~(Back Home)~~ Decca 25316

Caravan
B. Matthews-B. Adlam Ork (Azure) MGM 10266

Cherokee (Indian Love Song)
The Starlighters-P. Weston Ork (In One) Capitol 15227

Christmas Candles
B. Reid-R. Sackson Ork (Rogue River) Bullet 1059

Cuanto La Gusta
C. Miranda-The Andrews Sisters (The Matador) Decca 24479

Cubanola Glide
A. Smith & His Cracker-Jacks (Raindrop Polka) MGM 10266

David and Goliath Album-Charles Laughton (1-12")
Decca DU-16
Decca 90041

Doctor, Lawyer, Indian Chief
B. Hutton-P. Weston Ork (His Rocking) Capitol 15230

Dawn Among the Sheltering Palms
E. Whitley & the Green Sisters (You Were) Columbia 38323

Dummy Song
The Modernaires, M. Klein Ork (La Cucaracha) Columbia 38305

Euphoria
C. Ventura Ork (If I) National 9055

Four Brothers
W. Herman Ork (No Time) Columbia 38304

Galway Bay
J. McNally-P. Green Ork (A Cottage) MGM 10270

Garden of Eden Album—Charles Laughton (1-12")
Decca DU-[illegible]
Decca 90046

Gin-Gin-Gin
Parker & Margo (I'm Nuts) Sun 1428

His Fraternity Pin
V. Damone (At Half) Mercury 5194

His Rocking Horse Ran Away
B. Hutton-P. Weston Ork (Doctor, Lawyer) Capitol 15230

Home
The Beale Street Boys (What'll I) MGM 10273

I Don't Know Why (I Love You)
C. Stone Ork (The Crawdad) Capitol 15229

I Dreamed I Held You In My Arms Again
J. Haight Ork (La Mariposa) Texstar T-4

If I Can't Have You
O. Wilson & the Basin Street Boys (Come to) Mercury 8106

If I Had You
C. Ventura Ork (Euphoria) National 9055

I'm Nuts About Nuts
Parker & Margo (Gin-Gin) Sun 1428

In One Ear and Out the Other
The Starlighters-P. Weston Ork (Cherokee) Capitol 15227

Irene
T. Weems Ork (Beside a) Mercury 5166

***It's a Wonderful Night**
R. Eberle Ork (More Than) Apollo 1014

It's Too Soon To Know
The Ravens (Be on) National 9056

It's Too Soon To Know
D. Washington (I'll Wait) Mercury 8107

Just Like Old Friends
B. Hart-D. Bergman Ensemble & the Streamliners (Remember September) Republic 140

La Cucaracha
The Modernaires-M. Klein Ork (Dummy Song) Columbia 38305

La Mariposa
J. Haight's Ork (I Dreamed) Texstar T-4

Lavender Blue (Dilly Dally)
J. Smith & The Clark Sisters (The Matador) Capitol 15225

Lilletta
King Cole Trio (A Woman) Capitol 15224

Love Me or Leave Me
E. Felice Quartet (Oodles of Boodle) Capitol 15228

Johnny Mercer Sings Album—J. Mercer-J. Stafford-Pied Pipers-P. Weston Ork (3-10")
Capitol CC-101
Ac-Cent-Tchu-Ate the Positive . . . Capitol 10155
Candy . . . Capitol 10156
G. I. Jive . . . Capitol 10157
I Lost My Sugar in Salt Lake City . . . Capitol 10155
On the Atchison, Topeka and Santa Fe . . . Capitol 10156
Strip Polka . . . Capitol 10155

***More Than You Know**
R. Eberle Ork (It's a) Apollo 1014

No Time
W. Herman Ork (Four Brothers) Columbia 38304

Noah's Ark Album—Charles Laughton (1-12")
Decca DU-17
Decca 90040

On a Slow Boat to China
A. Lund (By the) MGM 10269

Oodles of Boodle and Batches of Scratch
E. Felice Quartet (Love Me) Capitol 15228

***P. S. I Love You**
The Four Vagabonds (The Freckle) Apollo 1057

Puerta De Tierra, Parts 1 and II
N. Morales Ork . . . MGM 10267

Put Your Brakes on Mama
"Butch" Stone Ork (A Good) Modern 20-619

Raindrop Polka
A. Smith & His Cracker-Jacks (Cubanola Glide) MGM 10266

Remember September
B. Hart-D. Bergman Ensemble & the Streamliners (Just Like) Republic 140

Rendezvous With a Rose
B. Clark (I Still) Columbia 38314

Rogue River Valley
B. Reid-R. Sackson Ork (Christmas Candles) Bullet 1059

David Rose Serenades Album—D. Rose Ork (4-10")
MGM 28
Penny Serenade . . . MGM 30123
Penthouse Serenade . . . MGM 30124
Puppet Serenade . . . MGM 30126
Serenade . . . MGM 30123
Serenade in Blue . . . MGM 30125
Serenade to a Lemonade . . . MGM 30126
Sunrise Serenade . . . MGM 30124
The Gaucho Serenade . . . MGM 30125

Sherwood's Forest
B. Sherwood Ork (The Elks') Capitol 15231

Side by Side
Aqua String Band (Underneath the) Regent 126

Song of Christmas Album—Fred Waring & His Pennsylvanians (2-12")
De[illegible]-13
Decca 00036-90037 (Parts 1-6)

The Crawdad Song
C. Stone Ork (I Don't) Capitol 15229

The Elks' Parade
B. Sherwood Ork (Sherwood's Forest) Capitol 15231

The Fiery Furnace Album—Charles Laughton (1-12")
Decca [illegible]-16
Decca 90039

***The Freckle Song**
The Four Vagabonds (P. S. I) Apollo 1057

The Matador
Carmen Miranda-The Andrews Sisters (Cuanto La Gusta) Decca 24470

The Matador
J. Smith & The Clark Sisters (Lavender Blue) Capitol 15225

To Make a Mistake Is Human
J. Shook Quartet (A Hillside) Bullet 1046

Twelfth Street Rag
B. Bishop Ork (Annabelle) Bullet 1060

(Continued on page 136)

MASTER TO LEASE
"A BREVEELE DER MAMME"
(A Letter to My Mother)
DON PABLO Orch.
LATIN-AMERICAN RECORDS
15319 Vaughan Detroit

TEMPO'S
"Talkin'
to the
River"
(TR 654)
will be the
SMASH HIT
of 1948

APOLLO'S GOT ALL 4!!
1131—THAT'S MY GAL
RENDEVOUS WITH A ROSE
1132—CORNBELT SYMPHONY
THAT CERTAIN PARTY
BY FREDDIE GRAY AND GRAYSTONE'S QUINTET
4 Hits On 2 Platters
IMMEDIATE DELIVERY
Order From Your Nearest Distributor or Write:
APOLLO RECORDS, INC.
457 W. 45 ST. NEW YORK 19, N. Y.

Introducing
LAST NIGHT
&
NEVER LET IT BE SAID
Nordyke Publishing Co., Hollywood
Free copies:
Singers—Orchestras—Recorders.
Write:
E. J. KINZIG
1027 Creighton Ave. Dayton 10, Ohio

TOP QUALITY and FAST SERVICE
SHELLAC RECORD PRESSINGS
Any Quantity
CALL ● WRITE ● WIRE
BARCLAY RECORDS, INC.
520 W. 36th St. New York City 18
PEnnsylvania 6-9124

WANTED
RECORD SALESMAN
FOR ALBANY, SCHENECTADY AREA
To represent a leading independent record manufacturer. Full time. Good opportunity for live wire. Write, stating age, experience, pay, references.
BOX 349, THE BILLBOARD
1564 Broadway, New York 19

STORE FOR RENT
SUITABLE FOR
RECORDS, COIN MACHINES
54th St. (near 9th Ave.), 1200 sq. ft.
Steam Heat
Call Plaza 7-3979 New York City

WANTED
Small Record Shop, preferably in Brooklyn, suitable for partners. Write:
BILL STERN
1814 63rd St., Brooklyn 4, N. Y.

Music—As Written

New York:

Fred E. Ahlert, president of the American Society of Composers, Authors and Publishers (ASCAP), headed a program Thursday night (16) saluting WMGM on the occasion of the outlet's call-letter switch from WHN. Gene Buck, former ASCAP prexy, appeared on the show, as did Harold Adamson, Howard Dietz, Morton Gould, Ferde Grofe, W. C. Handy, Alex Kramer, Jimmie McHugh, Richard Rodgers, Sigmund Romberg, Arthur Schwartz and Joan Whitney. . . . DeLuxe Records has appointed two new distributors. Mercury Distributors, Inc., will handle the Hartford, Conn., area, and Pan American Distributing Corporation is the company's new distrib in Miami.

Albert Marks in town from the Coast to set up distribbers for his new Discovery label, with Exclusive set to handle the disks. . . . Martin Block due here over the week-end; Murray Lazar, professional manager for defunct Coast office of Block's pubbery, remaining in Hollywood. . . . Charlie Ventura's Roy Kral, pianist, and Eddie Shaughnessy, drummer, required eight and seven head stitches, respectively, as a result of an auto accident Saturday (11), en route to a one-nighter in Fall River, Mass. Both are back on the stand for Ventura's current run at the Apollo Cafe in Harlem.

National has signed ex-Hampton thrush Wini Brown to a three-year pact. . . . A record company in Brooklyn has been circularizing local pubbers for material, offering a royalty of 5 cents a side. . . . Kenny Meyers, forced by ill health to leave the Eddy Howard band, is now hospitalized at the Veterans' Hospital, Wood, Wis. . . . Lawrence Welk manufacturing a radio built into a facsimile champagne bottle. . . . Jules Bihari coming here October 15 to take over at Modern's New York office, with brother Joe returning to duty in the Hollywood branch.

William Morris Agency (WM) worked out a deal with Ben Bard for WM to handle his vocal group, the Ravens, for radio, tele and personal appearances in the West. . . . Tommy Dorsey adds a new, unnamed vocal quintet to his singing battery which already includes Denny Dennis, Gordon and Lucy Ann Polk, Monday (20). . . . Buddy Greco Trio left the management of the William Morris Agency last week while same office picked up the Rhythm Rogues, the Ralph Wilson Quintet and Nick Espostto's be-boppers for booking pacts.

Tony Pastor's the ork on the next Paramount Theater bill along with Vic Damone. Elliot Lawrence follows Pastor at the house. . . . Jack Emerson, whose waxings of *Hair of Gold* and *Cornbelt Symphony* have established his name via Metrotone diskings, inked a General Artists' Corporation management pact. . . . Jay Mayer is personal manager for Emerson. . . . George Olsen's ork into the Claridge Hotel, Memphis, November 19 for four weeks. . . . Victor Lombardo into the Syracuse Hotel, Syracuse, September 28 for three weeks.

Andre Previn, 19-year-old pianist-composer-arranger, will turn out Jeannette MacDonald's songs for her coming *Sun in the Morning* pic. . . . A handy aid to retail dealers and kidisk fanciers is a new volume by Philip Eisenberg and Hicky Krasno tabbed *A Guide to Children's Records*. The tome is published by Crown.

Chicago:

Songplugger Hughie Keough is operating a restaurant in southwest Chicago. . . . Nev Wagner, ex-WM one-night man now with Allsbrook-Pumphery, Richmond, Va., married Mardie Waddell in Rogersville, Ala., September 18. . . . MCA giving the MBOA convention a cocktail party Tuesday (21) at the LaSalle Hotel. . . . Jack Owens, Tower recording artist, starts his own video show September 20 over WENR-TV, with the half-hour weekly show to feature Owens plus guests and a studio ork.

Morry Price, Mercury sales manager, has set Sam Klayman's Supreme Distributing Company, Cincinnati, to handle that territory. . . . Dean Ken Kincheloe, head of Bradley University's new music business course, is a last-minute addition to the MBOA convention program. . . . Permo, needle manufacturing firm, has started to peddle its own Fidelitone recording wire. . . . Jimmy Featherstone's ork opens a month at the Bismarck Hotel October 5.

Mercury has signed hillbilly signer Jimmy Mills, WIBK, Knoxville. . . . Bobby Mellin has made a deal with Jerry Murad, leader of the Harmonicats, to publish their Universal recorded numbers, *Harmonica Boogie* and *Harmonicat Blues*. . . . The Trianon, South Side Karzas ballroom, will experiment for seven weeks with old-time music, bringing in bands every Wednesday which have scored in the three Karzas territory terperies. Schedule for first four weeks is: Six Fat Dutchmen, October 6-13; Fezz Fritzsche, 20, and Lawrence Duchow, 27.

Flack Don Haynes has signed his first p.m. property, Claudia Morgan, ex-Scat Davis chirp. . . . Ina Ray Hutton, who's in the midst of a booking squabble, with both ABC and WM submitting her, set for a two-weeker at the China Doll, opening October 22. . . . Dick Bradley, Tower Records prexy, convalescing at Mount Sinai Hospital after an emergency appendectomy September 17. . . . Freddy Nagel set for O'Henry Ballroom October 27 for three months.

Philadelphia:

Vince Bruno, back from a summer at the Tuna Club, Cape May, N. J., reopens the Drake Room at the Drake Hotel. . . . Rita Bronson, formerly with the late Chick Webb's band, is chirping with Bert Payne's Trio at the Palm Room here. . . . It's Don Renaldo for the music making at Wilson's Cafe. . . . Cavanaugh and Martin, operating the Saturday night dances at Brookline on the Boulevard, add Wednesday and Friday to the dance schedule to make the dancery a three-nights-a-week operation. Promoters are still holding to the local bands, with Clarence Fuhrman first to get the three-day week.

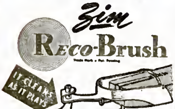
Ciro's, where the hot jazzmen have long been featured, goes to the other extreme this week with Frankie Yankovic and his polka music. . . . Denny Sandole, former Woody Herman arranger, and maestro Buddy Williams head the popular music department at the 20th Century Institute of Music. . . . Songwriter Charles Borrelli launches a platter label of his own here with the Admiral Record Company.

CASTLE RECORDS, INC.
Presents
A NEW LABEL
"SITTIN' IN"
JOHN HARDEE QUARTET
● 503 PRELUDE TO A KISS
BOB IN "B" FLAT
● 507 MAN WITH A HORN
COBBLESTONES
STAN GERTZ QUARTET
● 505 INTERLUDE IN BE BOP
AS I LIVE AND BOP
WARDELL GRAY QUARTET
● 506 STONED
MATTER AND MIND
Already a Hit!!
18000—I BELIEVE I'LL GO BACK HOME
By LIL PALMORE
DISTRIBUTORS
Choice TERRITORIES AVAILABLE
Write—Wire—Phone
Castle Records, Inc.
436 10th Ave. Bry-9-4567
New York 18, N. Y.

● JOY RECORDS ●
A Sophisticated Line
DISTRIBUTORS IN PRINCIPAL CITIES
SOME CHOICE TERRITORIES
STILL AVAILABLE
Write, wire or phone
SAM SINGER
1674 Broadway New York, N. Y.
Ci 7-5655

Everybody's Picking
BULLET #1056
"RENDEZVOUS WITH A ROSE"
BY PEPPER NEALY
BULLET CREATES THE HITS
BULLET RECORDS
423 BROAD ST. NASHVILLE, TENN
6-4573

MR. DEALER!
Here's a new *profit* item for you
. . . the fast moving


Zim
Reco-Brush
IT CLEANS AS IT PLAYS

- Prolongs Record Life
- Improves Tone Quality
- Reduces Needle Shock
- Increases Needle Life

1.00
Retail Price

USUAL DEALER DISCOUNTS
SPECIAL BULK PRICE FOR OPERATORS

See your local Distributor
OR WRITE
W. H. ZIMMERMAN CO.
3400 ALASKA AVENUE
ST. LOUIS 1?, MISSOURI

Petrillo's Latest Proposal Gives Lawyers a Workout

(Continued from page 15)

cluding Columbia's Frank White, MGM's Frank Walker, Capitol's Walter Rivers, Decca's Milton Rackmil and Henry Cohen, Victor's Jim Murray and transcription firm rep A. Walter Socolow, said that they were taking the paper home over the week-end for closer examination.

Legality Dodged

The diskers dodged the question of the legality of the Diamond outline, with only one offering some doubtfulness as to its meeting with the specifications of the Taft-Hartley Act. Decca attorney Cohen felt that there was some legal foundation for the paper on the ground that the addition of the neutral trustee with specified powers is a modification of the so-called "Institute of America" plan, which reportedly had the blessings of the State Department and the Department of Justice. It also is recalled that the first Diamond proposal involving the Guaranty Trust Company was turned down by both diskers and e. t. men after having been told by Sen. Robert A. Taft that he construed it as a direct circumvention of the T-H Act.

Another addition to the original Diamond proposal is a stipulation in the powers of the trustee which reportedly explains that the purpose of the royalty fund which he would supervise was to aid solve the musicians' unemployment problem. The trustee, the paper specifies, would consult with the union and distribute the royalty monies where this unemployment is at its worst.

New Adapter For Home Use

HOLLYWOOD, Sept. 18.—Increased acceptance of 33 1/3 r.p.m. disks for home phonos is promised by a low-priced ($9.95), simple, tho ingeniously devised adapter, capable of converting any conventional (78 r.p.m.) turntable to the 33 1/3 speed. It was unveiled exclusively for *The Billboard* by its inventor, William B. Collins, and Irving Fogel, prexy of Tempo Records, who will serve as exclusive agent for the device. In addition to its low price—$20 less than that asked for the Philco-manufactured Columbia long-player—adapter will tempt buyers with other features: (1) It eliminates need for an additional instrument in the home or the expense of a separate turntable and motor, as offered by some manufacturers in their costlier combinations. (2) It can convert any and all 78 r.p.m. turntables to 33 1/3 thereby making every home phono currently in use a potential long-playing disk machine. (3) While low-priced 33 1/3 players permit only use of single disks, device's adaptability to all turntables allows the use of record changers in spinning long-playing platter. (4) No special installation or wiring is needed. Adapter is merely slipped on when 33 1/3 speed is desired, taken off for the playing of standard platters.

Simple Device

Device is as simple in its appearance as it is in its mode of operation. Approximately ⅜ of an inch thick, it consists of two attached disks with a hole in the center resembling a turntable. To convert a player to 33 1/3, the device is slipped onto the regular turntable as if it were a record. Thru a system of simple planetary gearing (one of the oldest principals in physics), bottom disk powers its top counterpart but converts the revolutions from 78 to 33 1/3 r.p.m. Collins claims his invention to be absolutely foolproof, stating that if a turntable is true 78 the gear system can never deliver anything else but true 33 1/3. If the turntable is somewhat off, wows in sound will be automatically cut by more than 50 per cent since speed is reduced more than half from 78 to 33 1/3. Collins says that the extreme simplicity of its operation, its self-lubricated gear system and their positive action eliminates prospect of the device ever needing servicing.

Tagged the Dual-Temp (for two speeds), Tempo's Fogel is making it available to all manufacturers wanting license to start production. It is being oggled by manufacturers' reps. According to Collins, its simplicity of construction would allow a manufacturer to market the Dual-Temp a few weeks after getting the license since no involved tooling would be necessary. License royalties will be based on the following scale: Manufacturer will pay a royalty of 50 cents per unit for the first 100,000 units made, 40 cents from 100,000 to 300,000 units, 30 cents for 300,000 to 499,999 and 25 cents for a half-million or more units.

TIX PRICE FIX

(Continued from page 4)

Frank McCaffrey, trading as Frank McCaffrey's Acme Press, Seattle; Buxton & Skinner Printing and Stationery Company and Con P. Curran Printing Company, both of St. Louis; Allison Coupon Company, Indianapolis, and Weldon, Williams and Lick, Inc., Fort Smith, Ark.

The FTC announced that it had dismissed a complaint against Dasco-Lockstub Corporation, New York, since the company no longer was operating. It said dismissals were also ordered in the cases of American Ticket Corporation, Chicago, and Jack's Letter Service, Inc., Milwaukee. The FTC specified that Weldon, Williams and Lick, Inc., was not a member of any of the above-named associations but the commission charged that it had co-operated in the alleged conspiracy.

NEW YORK, Sept. 18.—Robert J. Burton, veepee in charge of publisher relations of Broadcast Music, Inc., will again conduct a course in copyright and business practices pertaining to the publishing and entertainment industries at the evening and extension division of the City College School of Business, beginning Thursday (23).

Thanks, Elwood Stutz
for helping to put over Jerry Cooper's recording of "Get a Pin-Up Girl" in Syracuse over WSYR.
Thornton's Pin-Up Girls

THE ONLY
UNBREAKABLE PLASTIC BISCUITS
WITH ALL THESE FEATURES!!!
FASTER PRODUCTION • NO WARP • GREATER FLEX • LOW SURFACE • HIGHER IMPACT • LESS WEIGHT (5½ OZ.) • LOW PRICE • GREAT STRENGTH • WRITE FOR FREE SAMPLES • A TEST WILL BE PROOF • ALSO AVAILABLE SYNTHETIC AND SHELLAC BISCUITS.
WOODS PLASTICS, INC.
410 Frelinghuysen Avenue Newark, N. J.
Bigelow 3-3253

Thanks, Ed Murphy
for helping to put over Jerry Cooper's recording of "Get a Pin-Up Girl" in Philadelphia over WIBG.
Thornton's Pin-Up Girls

PRESSINGS
10" Shellac
- Quality Work
- Fast Service
- Rigid Inspection
- Guaranteed

CRAFT RECORD
348 Bergen St. Brooklyn 17, N. Y.
ULster 5-4950

IF IT'S CORN YOU WANT
REGENT HAS IT!
12th Street Rag
REGENT #125
by FREDDY "SNICKLEFRITZ" FISHER
REGENT RECORDS
58 MARKET STREET
NEWARK, N. J.

LOWDOWN
TUNEFUL
DOG HOUSE BOOGIE
KING 720
BACKED BY
"I CAN'T TELL MY BROKEN HEART A LIE" Hawkshaw Hawkins
KING Records
1540 BREWSTER AVE. CINCINNATI 7, O.

CLOSING OUT
YOUR RECORD DEPT?
RETAILER, JOBBER, MANUFACTURER
WRITE, WIRE, PHONE
No Quantity Too Large or Too Small
PARAMOUNT BOOK CO.
179 MARKET ST. NEWARK 5, N. J.

STATLER HOTELS DROP ACTS

AGVA, AFM At Odds Over Petrillo Note

Green Out of Fuss

(Continued from page 3)

Artistes of America (Four A's), under whose franchise AGVA operates, wrote William Green complaining about AFM's move. AFL is the parent union of both showbiz orgs. Green replied in effect that Heller came to the wrong door. He suggested that AGVA and AFM get together to settle their differences. If such a settlement was impossible, Green then would enter the picture.

The fact is, that before the AFL was called upon, Heller wrote Petrillo asking for a meeting, but no reply was received. However, in following Green's suggestion, Heller again wrote Petrillo. That was a couple of weeks ago. Up to date neither AGVA nor the Four A's have received an answer.

Minimums Up For Action By N. Y. AGVAers

NEW YORK, Sept. 18.—Another general membership meeting of the American Guild of Variety Artists (AGVA) will be called for New York cardholders within the next three or four weeks in answer to a petition made to the Associated Actors and Artistes of America (Four A's) by the program committee.

The committee seeks to get AGVA action, prior to the seating of the newly elected national board, on club date minimums and a reconsideration of the minimum basic agreement. General membership maintains that present club date dough usually isn't regulated and that, where it is, it's not policed properly.

With the mountain dates and other summer resort activity about over for the season, members are wondering what kind of deals they will get for winter club dates. There is also a movement to get the one-nighter theater date prices up from the present $15 or so.

Al Rickard Closes Deal To Op Fisher Office for Family

NEW YORK, Sept. 18.—Al Rickard will run the Arthur Fisher office on the basis of a deal he made with the Fisher family. The deal was in the talking stage since last month when Arthur Fisher suddenly died.

Orginally, the Fisher family wanted Rickard to run the office for them and consult regularly with the executor of the estate. He refused. Instead he made a counter offer to buy out the business. This was refused.

The final deal gives Rickard entire supervision of the office, with no interference from the family, a 100 per cent increase in salary and 50 per cent of all business received from the Apollo Theater and the Steel Pier.

Miller To Refuse WM Bookings At Riviera Over Berle Fracas

NEW YORK, Sept. 18.—The Milton Berle three-weeker at Lou Walter's Latin Quarter will have repercussions which may keep the William Morris (WM) office out of Bill Miller's Riviera, if Miller's threats are carried out.

Miller said he'd been dickering with Berle for the past four months, claimed to be directly responsible for his return to niteries, and stated that the Morris office had talked Berle out of the deal. Because of this, said Miller, he will no longer buy from the Morris office.

If he uses a Morris act, he will do his buying direct (Miller is also an agent). If the act wants to pay the Morris office commission, it will be up to the act. The Larry Storch (a Morris property) booking was made in that manner.

Date Not Definite

Milton Berle denied all of Miller's claims. He said that Miller had asked him to come in after Labor Day for $10,000. The date was picked because Miller was afraid of pre-Labor Day biz, but no deal had been made. Besides, added Berle, he had a television show starting September 21, and wouldn't let any cafe dates interfere.

If I made any deal for a post-Labor Day opening and it didn't conflict with my television show, the deal would have been made with Nat Harris, to whom I made a promise. But he wanted me to open September 16 and I couldn't do that," said Berle.

So far as the Morris office is concerned, added Berle, "they had nothing to do with my working or choosing the spot I wanted to work in. If Miller wants to penalize them after I told him I couldn't work for him after Labor Day, that's his business. But they had nothing to do with it."

As an afterthought Berle pointed out that, tho Miller was afraid of business before Labor Day, Lou Walters wasn't and made money with him, ". . . and that during a hot spell we never anticipated."

Kay Thompson Wilshire Deal Hits Mil Bucks

NEW YORK, Sept. 18.—The Kay Thompson-Williams Brothers deal for the Bevery Wilshire, Beverly Hills, involves $1,000,000 over a period of three years. Arrangement calls for Miss Thompson's playing 26 weeks a year for the various Kirkeby hotels, of which the Beverly Wilshire is one.

The Thompson group may also open in a Kirkeby-owned New York hotel, tho no deal has been arranged. Kirkeby hotels in New York include the Warwick, Gotham, Sherry Netherlands and Hampshire House. The Warwick has low-budget shows at present. None of the other hotels use shows.

This tie-up by the Kirkeby outfit presupposes that the Thompson-Williams act will not be available for any other hotel room for the three-year period. However, the group opens at the Sheraton's Copley-Plaza, Boston, September 22 for $7,500. For this date the Copely, with its 325 capacity, will operate at a $2 cover. Sheraton ops feel that with the business she did at the Blackstone, Chicago (capacity 225), Miss Thompson is a good bet for Boston. In Chicago the act was in for $7,500 and collected $24,000 weekly in covers alone, grossing $118,000 for a four-week run.

The act will make its initial theater bow at the Roxy, October 20, for $15,000, a three-week guarantee and a 50-50 split over sliding gross.

No Flesh for Earle In Philly, After All

PHILADELPHIA, Sept. 18.—Early-season talk about Warner Bros. returning flesh to its Earle Theater here has fizzled out. The playhouse will stick to the straight film fare, as it has for two years. The Earle used to be a regular stopping place for the name bands, but the stage darkened when the box office failed to justify the high salary checks.

Warners planned to temper a band policy with standard variety fare for the coming season as a means of hypoing lagging film grosses. However, it is understood that inability of the movie management to come to terms with the musicians' union checked out the contemplated flesh revival.

Howard To Op 2 Resort Spots

MONTREAL, Sept. 18. — Comic Johnny Howard is going into the nitery op business and is taking over the operation of two spots in widely separated but key resort areas in the U. S., Miami Beach and the Catskill Mountains.

Howard is now appearing locally at El Morocco.

The comic, who has for the past few years been living in Coral Gables, Fla., near Miami, has leased the Albion Room in the Albion Hotel. In the Catskills, Howard has leased the Brown Derby Club in Loch Sheldrake from Charles and Lillian Brown who run Brown's Country Club.

Howard will run the Albion Room from November on and will come up to operate the Brown Derby for the summer months.

The talent policy in both spots has not been finalized, but it's understood that at the Derby it will run from $1,200 to $1,500 weekly.

Howard has signed a straight rental agreement in both cases.

Lewis on Ice in Minn.

MINNEAPOLIS, Sept. 18.—A policy change at the Hotel Nicollet Terrace Room will keep the Dorothy Lewis ice show here all year. Miss Lewis, who opened her current stay June 4 and has racked up records for business done, according to the management, will headline the new policy with a male feature sharing the billing.

The opener, tabbed *Skating the Skyscraper*, is set for September 20, with Bobby Maxson, formerly of the Ice Follies, as leading man.

2-to-6G Shows Booted Out of 5 Class Rooms

Body Blow to Variety

(Continued from page 3)

however, that shows did a very profitable business during the war and said perhaps the policy switch was not permanent. Statler's act policy was inaugurated during the war; prior to then, entertainment was limited to dance music.

Insiders say the move is not surprising. They point out that during the war, with hotels making money hand over fist and giving about 90 cents of each $1 to the government, it was good business to use shows. Main reason was that hotel vacancies were practically non-existent and in order to keep good will some sort of promotion was necessary as bait for post-war business.

Hotels were unable to advertise their rooms and service because they had none to offer. Using shows was therefore an ideal gimmick. Not only could they advertise their shows and tie in the hotel, but—and this was equally important—most of the expenses involved in such a policy could be charged off to promotion and be deducted from income for tax purposes.

The Statler chain doesn't plan any change in its music policy. It will continue to use society dance bands for dinner and supper in all hotels, including those which formerly used acts.

Slapsie Maxie's, Foster in Fuss Over Booking

HOLLYWOOD, Sept. 18.—The Phil Foster booking into Sy Devore's Slapsie-Maxie's has started a ruckus which the American Guild of Variety Artists (AGVA) may be called upon to settle.

Foster worked the spot last year and was bought for a return date for what was to be a four-weeker at an increase in salary. The deal, however, was verbal. When Foster reached here, he discovered that Harvey Stone had been bought to open September 27, which meant that Foster was in for only two weeks. He accused Devore of crossing him and said he wouldn't have made the jump, but having made it, wanted more money. Devore refused.

Foster then made a deal with Billy Gray, Devore's competition, and will open at Billy Gray's Bandbox immediately after closing at Slapsie's.

By Any Other Name

NEW YORK, Sept. 18.—Billy Rose just got himself another five grand for his series of columns telling the Metropolitan Opera House how to make a buck. The columns, which ran locally in the *Herald Tribune* and distributed thru its syndicate to other papers, were bought by *Life* mag.

Strand, New York

(Friday, September 17)

Capacity, 2,700 seats. Price policy, 75-cents-$1.50. Number of shows, four daily; five, Saturdays. House booker, Harry Mayer. Show played by band on the bill.

The current show is long on music, short on flesh. The combo turns out to be just a fair presentation.

The bill opens with Johnny Long's ork in a fair production number, *Row, Row, Row*, which uses his entire choral and musical unit. Janet Brace, his gal vocalist, does *My Baby Likes to Bebop* next, a number which has a cute lyric. The thrush has a good pair of pipes and is nice to look at but sells in a style too reminiscent of other groovy chirpers.

The Glenns, an acro act, two boys and a girl, really won the audience with some of their stunts. Everything was a modified version of head-to-head handstands, with the girl as the in-betweener. Their best was their finale with the girl standing on the understander and the third guy doing a head-to-head handstand.

Long uses Floyd Sullivan, his drummer, in a comedy heckling novelty. It's good for mild laughs.

The ork leader does a violin solo to *Indian Summer* which builds to a production number featuring Natalie and the Beachcombers, the band's vocal group. Long's fiddling is too schmaltzy. In addition, the pint-sized Hawaiian singer doesn't register too strongly in her solo, and as a group the unit isn't distinctive enough.

It was in another number with Natalie and the Beachcombers that the Long aggregation finally came across. Using the *Hawaiian War Chant* as background, Natalie did a hula, and the boys put on skirts and fluorescent paint on hands to dance on a blacked-out stage.

Johnny Morgan, the bill's comic, is a guy with talent and one that the audience liked judging from their applause. His symphony ork conducting bit rated yocks but would have come off better had the audience been able to see his mugging which the ork chuckled at. The rest of his routine is a series of gags, some of which hit, some of which didn't.

Pic: *Life With Father*.

Leon Morse.

EDDIE REYSZ
WITH HIS OWN ORGAN
MELODY MAGIC
FOR YOU
Currently
CUSTER HOTEL
Galesburg, Ill.
Management Billboard Attractions, Inc.
203 N. Wabash, Chicago

EMIL and
EVELYN
KING and QUEEN
of the
TEETERBOARD
Currently
EDGEWATER BEACH HOTEL, Chicago
And With Our Own Teeth Yet!
Permanent Address:
Box 43, Park Ridge, Ill.

PAUL MITCHELL
and his
TEEN TIMERS
QUARTETTE
for available dates, contact
SPOTLIGHT ATTRACTIONS, INC.
1697 Broadway New York, N. Y.
PLaza 7-7220

VAUDEVILLE REVIEWS

Roxy, New York

(Wednesday, September 15)

Capacity 6,000. Price policy, 80 cents to $1.50. Number of shows, four daily; five, Saturdays. House booker, Sammy Rauch. Show played by Paul Ash's house band.

The current bill sparks and sputters and never builds enough to keep the customers happy. The unusual mixture of acts which don't complement each other is a contributing factor.

The Ice Show, usually cleverly staged, sans the services of Carol Lynne, the featured fem icer, falls down this time. While Arnold Shoda's leaps and whirls on ice are eye-catching, his timing to the music was so poor that the climaxes didn't come off as well as they might. The eight-girl ice number preceding his turn is okay but might have had a stronger impact if the audience's attention was concentrated on half that number of skaters.

Ed Sullivan, the emsee, turns in a fair job. In addition, his Harvest Moon Ball dance champions go thru their terping paces to the evident satisfaction of the crowd.

Illinois Jacquet and his seven-piece ork do a fine job on some real jive music. However, in a house as large as the Roxy and with a mass audience to please, the unit doesn't sell. His *King Jacquet*, where he really took off and produced some weird sax sounds, didn't mean a thing. Only in *Flying Home*, where the melody was familiar, did he register solidly.

Joe Howard, the old-time song great was just that. His vocalizing of *I Wonder Who's Kissing Her Now* and *Hello, My Baby* and his dancing the cakewalk were equally well received. To the audience he could do no wrong.

Al Bernie's funny act was good for yocks from the time he stepped onstage. His mad song interpretation of *Babalu* and his take-offs of picture names ordering food were out of the top drawer. Bernie's sincere closing plea for mitts from the audience was wasted. His act rated them and they naturally followed. Pic: *Luck of the Irish*.

Leon Morse.

Brit. Squeeze On Yanks Hits Frank Marlowe

LONDON, Sept. 18.—Frank Marlowe, who set an all-time record when he appeared at the London Palladium, is now in the midst of a battle with Moss Empires, Ltd., Palladium owners.

Marlowe said last week that he had been threatened with being barred from all theaters in London unless he accepted dates booked by his agent, Charles Tucker. The dates are for theaters controlled by Moss Empires, Ltd.

Marlowe said he was booked into England at a starting salary at his own figure and was then promised more money if he became a hit or deserved an increase. Moss Empires now want him to accept the new dates in at their figure. Marlowe contends he should get an increase on the basis of his record-breaking performance at the Palladium.

The Marlowe situation again brings up the squeeze play put on American artists here. Bernard Delfont says he is unable to obtain top American acts for his London Casino because they were guaranteed only limited bookings.

Delfont reports artists booked into his theater were refused bookings at Moss theaters. The limited booking here made their trip practically worthless. This is one of the reasons the London Casino is closing out variety October 16.

Marlowe is now awaiting the results of the threat that he will be barred in London. He is now reported to be angling for a spot at the rival London Casino before he closes his British tour and returns to the U. S. in November.

Radio City Music Hall, New York

(Thursday, September 16)

Capacity, 6,200. Prices, 80 cents to $2.40. Four shows daily. House booker and producer, Leon Leonidoff. Show played by Alexander Smallens' ork.

This is one of the few shows caught here which didn't have any central theme. Instead, it's a collection of subjects ranging from longhair to Latin American, with Scotch thrown in. What it lacks in a running pattern it makes up in a well balanced, crowd-pleasing package, with the entire company turning in a good job.

The flesher opens with a scene from Verdi's *Rigoletto*, including the famous quartet singing the *Bella Figlia* number. The latter is preceded by Eugene Conley's duke singing the familiar *La Donna E Mobile*. Conley showed a clear, effective tenor to match Rosemarie Brancato's pleasant contralto. Emily Kalter's soprano as *Maddalena* was equally competent.

The second part of the show opened with the ballet. The girls were split into two groups in gold and silver costumes coming onstage via the revolving platform. Initial appearance made the girls look doll-like. As the platform revolved, the first group was taken off and the silver group came on. Later both joined for an enchanting routine. Gertrude Nagle and Brunhilda Roque did the solos in sprite-like fashion for excellent applause.

The middle number, probably the more commercial in appeal, was built around a couple of thatched huts in Scotland, with the cast in Scottish garb. The company members were grouped in effective poses for either songs or dances. Paul Franke's *Annie Laurie* won rapt attention.

The finale was set against a tropical scene complete with a moon sparkling on a quiet bay and palm trees in the distance. It was in this one that the Rockettes did their usual unison terps to the usual big hands.

Jack Harwood did a clever dance in the tropical number, a combo of ballet, modern and novelty. The whole thing, based on the *Dance of the Cavemen*, gave him a good chance to display his agility.

The Lane Brothers bridged the gap between the ballet and the finale with their standard acro rope jumping routines. The two lads reaped many exclamations of amazement, winding up to a good hand.

Pic, Good *Sam*. *Bill Smith.*

NYU Classes Set For Cafe Society

NEW YORK, Sept. 18.—Barney Josephson has a deal for Monday nights for his Cafe Society Downtown. On those nights the club becomes a branch of New York University. The cafe is usually closed Mondays.

The deal was made a few weeks ago when the dean of music at NYU, looking for a place to hold classes (college buildings are overcrowded), arranged to rent Cafe Society Monday nights from 7 to 11. The first term starts in October and will run for 17 Mondays at a rental of $1,000 for the run.

From 7 to 9 p.m. the college will give a course in jazz. From 9 to 11 the subject will be folk music. The club will run its regular show the other six nights.

Palladium, London

(Monday, September 13)

Capacity, 2,600. Price policy, 60 cents to $2.70. Number of shows daily, two; Wednesdays, three. House booker, Cissie Williams. Shows played by the Skyrockets orchestra.

Betty Hutton stepped onto the stage in this new bill and nearly topped the Danny Kaye success as she drew thunderous hands.

The gal was socko from start to finish, closing with something unheard of on the British variety stage. The national anthem had been played but the audience was still calling for more as it left the theater. Miss Hutton then stepped onto the stage again to thank the audience.

It wouldn't let her leave and she got five members of the Skyrockets orchestra back from the dressing room and gave out with *In the Shade of the Old Apple Tree* with audience joining in.

Miss Hutton threw the mike around, swung on the curtain, kissed at least a half dozen men to set her audience thundering out with spontaneous applause. She grabbed orchestra leader Woolf Phillips around the waist and swung him about the stage to top the acrobatic acts on the bill. At one time she nearly fell into the pit, but she caught herself in time.

Three Jokers

The Three Jokers who appeared on the Hutton half of the bill knocked themselves out with a routine that was good. Second biggest mitt puller was Florence Desmond, who impersonated the stars. Her take-offs of Claudette Colbert, Bette Davis and Hildegarde were wonderful.

The Two Cromwells opened the bill with an aerial routine. Their act was smooth and they deserve a better spot than the opening. Archie Elray, assisted by Dorothy Elray, was second on the bill and earned a big mitt with his ventriloquist act. He used three dummies moved thru a control box from behind one of the dummies.

Mello-Larks Boffo

The Mello-Larks, American harmonists, were socko with a group of numbers which set the tempo for a resounding mitt. They scored heavily with their vocal efforts and won an additional hand as they backed Betty Hutton in *Doctor, Lawyer, Indian Chief*. The Five Swiss Stars, equilibrists, had a good routine but played too heavily on forced smiles. Herman Hyde with Jean Marker, held over from the Dinah Shore bill, still drew a big hand.

Jayne and Adam Di Gatano, dancers who were also held over from the Dinah Shore bill, closed the first half of the show and were called back for encores. *Kenneth H. Waggoner.*

Jimmie MARK
THE ANEMIC BUM
AND Lucille
COMEDY CYCLING!
A RIOT OF FUN!
Eastern, JACK KALCHEIM
1270 Sixth Ave., New York
Fairs: CHAS. ZEMATER
54 W. Randolph St., Chicago
Midwest: MARTY WHYTE
32 W. Randolph St., Chicago

Ormonds Wilson and His
★ BASIN ST. BOYS ★
Famous for Their Recording of
"I Sold My Heart to the Junk-Man"
Write
Wire
Phone
WAlnut 2-4677
WAlnut 2-9451
JOLLY JOYCE
Earle Theater Bldg.,
Philadelphia 7, Pa.

New York:

Stem Plunges to 394G; Roxy 68, Cap 81, Strand 30

NEW YORK, Sept. 18.—With three shows in their final weeks, grosses took a pasting last week on the Stem. Except for the Paramount and Capitol theaters which held up nicely, the rest found the takings poor. The five-house total for the flesh-pic combo was $394,130 against $487,000 the week before.

Radio City Music Hall (6,200 seats; average $115,000) dipped to an average gross of 115G with Bunin and Company, Estelle Sloan and *Date With Judy*. The week before brought in a solid $141,000. The new bill, reviewed this issue, has the Lane Brothers, Jack Harwood and *Good Sam*.

Roxy (6,000 seats; average $89,000) did a nosedive in its third and last week. The last stanza brought in $68,000 as against the second week's 120G. The show was the Harmonicats, Al Gordon, Jerry Colonna, Frances Langford, the Ice Show and *That Lady in Ermine*. The new attraction, reviewed this issue, has Joe Howard, Illinois Jacquet and his little band, Al Bernie, Ed Sullivan and his Harvest Moon Dancers, the Ice Show and *Luck of the Irish*.

Pera Takes 100G

Paramount (3,654 seats; average $76,000) held up nicely. Its second week's take was $100,000 against an opener of 120G. The bill consists of Jack Leonard, the Martin Brothers, Carmen Cavallaro and his ork and *Sorry. Wrong Number*.

Capitol (4,627 seats; average $66,000) did good biz in the first stanza with Gene Krupa, Renald and Rudy, Georgie Price, Betty Reilly and *Luxury Liner*. The take was $81,130.

Strand (2,700 seats; average $40,000) was good for only $30,000 in the third and last week, with the show consisting of Alvy West and his band, Cy Reeves, Radio's *Winner Take All* and *Two Guys From Texas*. The second week's gross was 39G. The new presentation, reviewed this issue, is Johnny Long and his ork, Johnny Morgan, the Glenns and *Life With Father*.

STROBLITE
LUMINOUS COLORS GLOW IN DARK
SPECTACULAR!
BEAUTIFUL!
MYSTIFYING!
DRAMATIC!
Countless intriguing effects can be attained with U. V. Blacklight. For stage, night clubs, theatre decorations, advertising displays, etc.
STROBLITE CO.
Dept. B, 35 W. 52d St., New York 19

$10,000 FOR HEIRS
of Madge Seymour
About 1868 Madge Seymour was a vaudeville actress. She had a daughter born about that year. Apply:
JOHN J. DWYER, 40 Wall Street, N. Y. C.

! WANTED !
Female Impersonators
Top Salaries
For Top Performers to play smart Mid-West Supper Club. When writing, MUST SEND PICTURES.
BOX D-10, Billboard, 2160 Patterson St., Cincinnati 22, O.

COMEDY MATERIAL
for all branches of theatricals
FUN-MASTER
"The ORIGINAL Show-Biz Gag File"
Nos. 1 to 22 @ $1.00 Ea.
3 DIFFERENT BOOKS OF PARODIES (10 in each book), $10 per book. FREE COPY of "HUMOR BUSINESS," the Show Biz Magazine, with each $3.00 minimum order. Send 10¢ for lists of other comedy material, songs, parodies, minstrel patter, black outs, etc. No C. O. D.'s.
PAULA SMITH
200 W. 54th St. NEW YORK 19

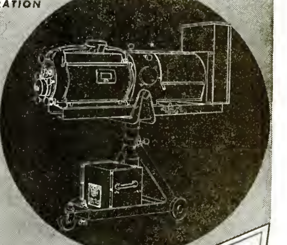
In Central Philadelphia
CLINTON HOTEL 10th BELOW SPRUCE
200 OUTSIDE ROOMS from $2 DAILY
SPECIAL WEEKLY RATES
HOUSEKEEPING FACILITIES
Beautiful Air Conditioned
COCKTAIL LOUNGE
WALKING DISTANCE OF ALL THEATRES

SINGERS – EMCEES – COCKTAIL UNITS
—ORIGINAL SOCKO MATERIAL—
Band Novelties - - Comedy Songs
PARODIES
Send for Free Sample Parody and Catalog.
MACK MUSIC COMPANY
508-B Hofman Bldg. Detroit 1, Mich.

Comedians—M. C.'s — All Acts!
Colossal Value! Professional INDEX CARDED Gag File & Monthly Service. (1) 2,000 Gags, Quips, Heckler Stoppers, Comedy Stunts, etc., on 3 by 5 inch INDEX CARDS. Classified 38 Subjects. (2) Portable File Cabinet. (3) Plastic TRANSPARENT Windowed Wallet holding 48 Gags VISIBLE for Quick Study on Trains, at Lunch, etc. OUTFIT as above, plus 3 Months' Service, Fresh Gags, etc. (LIMITED). $10 postpaid. SAMPLE 800 Gags on Cards (August Issue), $4. "PATTER-DEX" GAG-DEX, BOX 2, WOODSIDE, N. Y.

CANADIAN SPOT OPEN!
Good spot open for any type Musical Act except Singer, one person, male or female, in dining lounge of Toronto hotel. Send details and photo to
• BEN SUGARMAN & COMPANY
76 Charles St., West Toronto, Canada

THE STRONG ELECTRIC CORPORATION
ANNOUNCES
A NEW,
COMPLETE LINE OF
High Intensity
Reflector Type Arc
SPOTLAMPS
FOR THE
ENTIRE AMUSEMENT FIELD



A variety of sizes and capacities for every requirement from the small, low priced portable "Trouper" model for night clubs to the large, versatile "Big Top" lamp for stadiums.

SPOTLAMPS
FOR
THEATRES
NIGHT CLUBS
ICE SHOWS
ARENAS
CONVENTION HALLS
CIRCUSES
SPECTACLES
STADIUMS

These new spotlamps employ as a light source the proven high intensity reflector-type lamp used universally for motion picture projection. This high intensity reflector principle results in a snow-white light in such tremendous volume as to make the presentation fairly sparkle.

The use of this highly efficient light source and an ingenious two-element variable focus projection lens system results in uniform lighting efficiency and clean sharp edges from a head spot continuously through to a full flood. Lightweight construction and delicate balance permit one-hand control and make for easy following of the fastest action. The spotlamp can be swung through a full 360-degree horizontal and compressed to angles of 45 degrees or more.

These spotlamps are equipped with a color boomerang, fading iris, ultraviolet filters, and automatic carbon feed. The masking control has both vertical and horizontal adjustment blades which can be angled at 45-degree planes from normal.

The low power requirements reduce projection room temperatures and make the use of large motor generators unnecessary, since only a small rectifier is required for the arc power.

For complete details and prices and name of your nearest dealer write
THE STRONG ELECTRIC CORPORATION
64 CITY PARK AVENUE • TOLEDO 2, OHIO
The World's Largest Manufacturer of Projection Arc Lamps

See our exhibit at the TESMA Show, Jefferson Hotel, St. Louis, Mo., September 28-29-30, Booth No. 54.

THE STRONG ELECTRIC CORPORATION
64 City Park Avenue Toledo 2, Ohio
Please send free literature on Strong spotlamps
NAME ______
FIRM ______
STREET ______
CITY AND STATE ______

NIGHT CLUB REVIEWS

Cotillion Room, Hotel Pierre, New York

(Tuesday, September 14)

Capacity, 365. Price policy, $3-$4 minimum. Shows at 9:15 and 12:15. Operator, Hotel Pierre. Booking policy, non-exclusive; publicity, Madeline Riordan. Estimated budget this show, $1,750.

The first show of the fall season with the place jammed with big parties put this class room way ahead. The tee-off show had Walton and O'Rourke and Roberto and Alicia, both acts playing return dates and both doing excellent jobs.

The biggest improvement was in Walton and O'Rourke's puppet routine. The last time this writer caught them here, they were competent as puppet manipulators but their chatter bits left much to be desired. Today they have dropped most of their talk, except in one routine, and go in more heavily for sight effects. In fact, they give the effect of a tumult act with no tumulting going on except in their slick doll handling. A dowager attending the Met was hilarious and handled so well the illusion was perfect. A jungle routine calling for various dolls was equally effective, tho in a different fashion.

Seeing's Believing

The two lads have a goosing bit in their "Sambo" act which adds nothing and gives it a bad taste. The act is good enough without it, but if Walton and O'Rourke now have a sock act, it still has to be seen to register. And here the layout of the room makes seeing the act a difficult thing to do. On a raised floor with clear visibility, the act would be sensational.

Roberto and Alicia, flamenco dancers, are as fiery as they were last time caught here. In fact they've picked up speed and now move around in perfect tempo to nothing but the beat of their castanets, with results that are everything they could possibly wish for. The two kids did about four numbers, ranging from the classical gypsy dances, with machine-gun heel clicks, to a take-off of a Latin team doing a jitter number. All routines were tied up neatly together to make the act flashy, skillful and exciting to watch.

Charles Reader's band cut the show competently. Van Smith's Latin beats did the interludes. *Bill Smith.*

Bill Miller's Riviera, Fort Lee, N. J.

(Tuesday, September 14)

Capacity, 1,025. Price policy, $3.50 to $5 minimum. Shows at 8:30 and 12:30. Operator, Bill Miller. Booking policy, non-exclusive. Publicity, Ed Weiner. Estimated budget this show, $10,000. Estimated budget last show, $8,000.

There is plenty of entertainment in the current package. Miller now has to pray for weather, so customers will make the trip across the bridge.

Productions and costumes are basically the same as in the previous show, tho the dancing by the Wally Wanger Girls, with Donn Arden's direction, is better than ever. But if the framework is the same the acts are different. The only exception is Larry Storch, a holdover. Storch does about the same act he recently opened with at the Paramount. It is obvious, however, he's trying to get away from the straight impressionistic routines he's done so long. It was also apparent that tho he's got a lot of funny bits, his timing isn't all it should be. Basically Storch's act appeals to a literate audience. As a rule nitery crowds are hardly that. Yet there is enough universal appeal in Storch's material to make it potentially commercial once he learns to sell it. The more obvious Storch routines got good results. The smarter things got titters. Proper pacing and packaging should improve the overall results.

Frances Faye Goes Over

Frances Faye, her hot piano and booming voice got a terrific hand from her loyal following, and the girl does have a following. Miss Faye seems to be getting better as the years go by—and she's been around some. Her handling of an audience, her skill in ad libs, her deliberate self-derogatory remarks, are all of a piece and all represent super show-biz savvy. When she finished she got tremendous applause, not only from her regulars but also from those who had never seen her before.

But if Miss Faye got a big hand, the Jack Cole Dancers got an ovation. Even the customers, whose idea of dancing is a hot rumba, almost split their palms and roared approval. The

(See Bill Miller's on opposite page)

HELD OVER EVERY TIME
"Nation's Newest Comedy Star"
WILL MAHONEY
Town Casino, Buffalo; Glen Casino, Buffalo; Lexington, Philadelphia; Gray Wolf, Sharon, Pa.; Emerald Room, Conn.; Copa, Pittsburgh; Gatineau Club, Canada; Frolics, Salisbury, Mass.; Casablanca, Canton, Ohio.
OPENING SEPT. 21-OCT. 4
CABANA CLUB, PROVIDENCE, R. I.
OCT. 8-21, ELMWOOD HOTEL, WINDSOR, ONT., CANADA

GLENN MARTIN
and Company
★ ★ ★
Artistry on the
TRAMPOLINE
and
HORIZONTAL BARS
★ ★ ★
Management: GEORGE HUBLER
223 SUPERIOR AVE., SUITE 16 DAYTON 6, OHIO

5 ZANY DAFFY COMEDY MUSICAL STARS
RED FOX AND HIS MUSICAL HOUNDS
featuring Stan Freburg
currently EL GAUCHO SALT LAKE CITY
exclusive management
FEDERAL ARTISTS CORP.
8734 Sunset Blvd., Hollywood ORestview 5-5251

Slapsy Maxie's, Hollywood

(Monday, September 13)

Capacity, 550. Price policy, $3-4 minimum. Shows at 9 and 12. Owners, Sy and Charles Devore. Booking policy, non-exclusive. Publicity, Marie Dyches. Estimated budget this show, $6,500. Estimated budget last show, $6,500.

Club ops used good judgment in booking comic Phil Foster to follow the record-breaking stint of Dean Martin and Jerry Lewis. Foster played Slapsy's 10 months ago, winning enough praise to rate this quick return. Of the newer Eastern comics to play the club the past year, he is the only gagster to merit a call-back. Moreover, he deserves a medal for having the guts to open on the heels of the Martin-Lewis sensation.

Foster is difficult to catalog, since he is more of a wit and humorist than a dispenser of bistro gags. The Flatbush-flavored Will Rogers uses human frailities as the basis of his clowning. His sharp travesty on Brooklyn prototypes, musings on people he has known and broad satire on everyday characters hit home. He has a keen sense of timing, working with careful but effortless delivery. Opening night he held the floor for nearly an hour, keeping the house laugh-happy.

Foster gets solid support from thrush Lillian Roth. Georgeously gowned and still an eyeful, the former film-vaude headliner scored solidly. Her pipes are lusty and well controlled, and she sells with the ease and assurance of a top artist. Offering was well rounded, interspersing novelties and current ballads with a nostalgic medley of ditties she introed in pic and stageshows of the past. Gal walked off with ringsiders begging for more.

Acro terp team of Shirley, Sharon and Wanda hold down opening slot, warming up show neatly with several fast routines, best of which is an acro number in which gals run thru a series of spins and flips while manacled to each other's ankles. Terpster Ronald Dupree did okay, showing much of the flash and grace of Paul Draper in his ballet-tap work.

Dick Stabile's ork cut show well and provided tunes for dancing.

Alan Fischler.

Raleigh Room, Warwick Hotel, New York

(Wednesday, September 15)

Capacity, 150. Price policy, $1-$1.50 cover. Shows at 10:30, 12 and 1:30. Manager, Erwin Schlicht. Owner, Arnold Kirkeby. Publicity, Curt Weinberg. Estimated budget this show, $1,000.

Management has bought itself a good show and considering the cost should make a buck with it even if the room is comparatively small. However, the ops don't seem to know what to do with the acts. They have two boys following each other and two singers following each other. The fact that the acts do okay in their spots isn't enough. They could have a greater impact if presented better.

Ann Hathaway, a luscious brunet canary, opened and got immediate attention with a low throaty delivery and gowns chosen to highlight her physical equipment. The gal can sing and looks plenty m-m-m-m on the raised stand. Her material was mostly standards and little known torcheroos. Yet, tho Miss Hathaway can warble compellingly, she's apparently in need of coaching and material. Her blues are much too slow and much too long, tiring an audience that likes her at the outset but slowly loses interest. Her numbers are a mixture of good and bad, indicating a need of something that will hold them. As a matter of fact some of Gene Marvey's songs, he's on the bill also, would be right up her alley.

Gene Marvey has undergone a metamorphosis. Instead of the big-

(See Raleigh Room on opposite page)

Latin Quarter, New York

(Sunday, September 12)

Capacity, 630. Price policy, $4-$5 minimum. Shows at 8:30 and 12:30. Operator, Lou Walters. Booker, non-exclusive. Publicity, Bayne-Zussman. Estimated budget this show, $10,500. Estimated budget last show, $25,000.

This show is aimed at the nostalgia buyers, with Ted Lewis and his troupe pulling all the stops to get the idea across. The girls are as pretty as ever; staging and dancing by Mme. Kamarova are ingenious, and the whole thing wrapped up by Lou Walters into about a 90-minute show results in good spectacle that moves with zest tying up the old with the new for a well-staged production.

Ted Lewis is the same Ted Lewis. A few things have been added, but he's the same keen showman with the battered hat and the wheezy clarinet. On the show caught he seemed to have some trouble with his band, which apparently wasn't up on its cues. It has probably been straightened out by this time.

Geraldine DuBois Chirps

Geraldine DuBois did a fine singing job, selling the oldies like a vet. The gal was easy on the eyes as well as the ears, receiving a well deserved hand for her own spot and her work with Lewis.

The comic load was carried by Paul White, who came on earlier teamed with Elroy (Shadow) Pease. The latter, made up as a girl with a blond wig, made a good foil for White's shenanigans. As a single White's *Woodman Spare That Tree* was an excellent piece of buffoonery. Later White and Pease joined Lewis in a football number which was another yock provoker. Tho lyrics in the latter were unimaginative, the shot in the arm came from White's mugging and pretended innocence.

Three Reed Sisters harmonize pleasantly on Andrews Sisters' take-offs and give body to productions. Their *Strip Polka*, with Gail Bennett and Dorothy Reed, king-size showgirls, peeling in a semi-strip number, was amusing.

Up From the Line

But tho Lewis and his company do a good job, much of the pacing and the entertaining values come from the regular LQ kids. For example, a Sophie Tucker *Some of These Days* had Dawn McInerny swaggering on stage in a typical Tucker strut, warbling Tucker's trademark like a vet.

(See Latin Quarter on opposite page)

SELAN'S
World's Largest Creators of
HAIR STYLED PIECES
Write for
FREE CATALOG
Our Hair Goods are all expertly made of the finest first quality HUMAN HAIR. Write for our FREE CATALOG and WHOLESALE PRICE LIST on latest style Hair Pieces.
• Waterfalls • Braids • Chignons • Pageboys • Top Curls • Switches • Transformations • Wigs • Toupees.
SELAN'S
HAIR GOODS CO.
32 N. State St.
Dept. T
Chicago 2, Illinois

Trampoliningly Yours
PAUL & PAULETTE TRIO
★ ★
LOU COHAN 203 N. Wabash, Chicago

OUR PARTY LINES, No. 1
64 pages (8½x11) of Comedy Material Gags, Jokes, Monologues, Minstrels, Acts, Male and Female, Ventriloquists, etc., PLUS Words and Music of
EIGHT NOVELTY SONGS
A handy Reference Folio of Modern COMEDY
ONLY $1.00 POSTPAID
DAWSON MUSIC CO., Inc.
1650 Broadway New York 19, N. Y.

Burlesque

By UNO

RICHIE (SHORTY) McAllister, out of the hospital where he underwent a serious operation, is convalescing at his home in Fair Haven, N. J. . . . Josette Dore, a late find in the way of an international strip for Mickey Owens, made her first appearance in burly at the Gayety, Montreal, September 5, and bowed into the Carousel, New York, September 16. Another, via the same channel, is Soude, who opened at the Palace, Buffalo, September 10. . . . Jai-Leta and ma are back in Miami after two months' vacash in Cuba. . . . Burly houses in Baltimore are now the Gayety on the Hirst Circuit, the Maryland on the Midwest and two scratch spots, Bobby Hoseman's Globe, where Billy Shaw and Stinky Lewis are the comics, and Solly Goodman's Clover, where Miles Murphy (in his 23d year) and Doc Jackson are the funsters.

VICKIE WELLS was the opening feature for the first 1948-'49 season's show at Madden and Blue's Gayety, Norfolk, Va., stock house. Following her was Lilli Dawn. House principals include Smoky Burns, Ray Kolb, Earl Root, Princess Tulane, Chloe, Georgia Brown and Ceil DeVine. Ned Crane continues as producer and stage manager. . . . Scurvy Miller left the Avenue, Detroit, for a month's vacation. Johnny Head continues to do numbers with Frances Parks. . . . Grand, St. Louis, reopened for the season, September 10, with Dick Zeisler again as manager; Ralph Lea, treasurer; Billy Koud, producer; Jimmy Cavanaugh, house singer; Judge Reidelberger, ork leader; Harry Wald, concessionaire; Joe Fritz, doorman, and Maury Roan, secretary. Circuit principals comprise Hilary Dawn, featured; Daurice Shane, dancer; Jack LaMont and Jimmie Matthews, comics; Charles Harris, straight, and Sue Gaye and Sandra Seers, strips. . . . Cissie, wife of straight man Pat Burns, reinforces the chorus at all houses on the Hirst wheel over which the Taylor-Murray-Bentley-Burns unit travels. . . . Mary LaVelle, Edith Mae and Dottie Anne Zilli, Addie Williams, Florence Gould, Silvey and Evelyn Silverstone, Penny Nichols, Louise Logan and Dolores Eldridge will be among the many mannikins taking part in Freddie Fulton's Fashion Revue contest, October 15, at Diplomat Hotel, New York, in aid of NVA Post 690 of the American Legion. Fulton's assist will be Herman Goldman. . . . Mac Barron, comic-emsee, started his 11th year at Kolker brothers' Piccadilly Club, Baltimore, where other principals are Prince Julian, straight, and Jerrie O'Brien, Kitty Murphy, Ginger Britton, Lillie Marlane, Vickie Berks, Vivian Langford, Dottie Allen and Ramona, strips. The Kolkers also conduct their own ork.

N. Y. Old Knick Hall Plans Audience-Mystery Show

NEW YORK, Sept. 18.—Old Knick Music Hall reopens this fall after a 10G alteration job with a mystery audience participation show in addition to its regular flesh. Presentation, slanted at tele, will be called *Manhattan Mysteries*, the idea being to present a whodunit up to the wind-up of the case where the audience will be asked to solve the mystery, with prizes offered winners.

Tentative opening is set for this week-end. Juanita Hall and Claude Marchant and his troupe will be the flesh portion of the bill. Paul Moss is the new director of entertainment at the Old Knick. Ralph Alswang, legit designer, is handling decorations.

STRIP AND CHORUS
Pants, $1.25. Bras, 60¢. Rhinestoned G-Strings, $7.50. Strip Panels and Bras, spangle trimmed, $7.50. Elastic Net Opera Hose. Tights, Mitts, etc. Folder? Yes.
C. GUYETTE
946 West 46th Str. New York 19, N. Y.
Phone Ci-rcle 6-4187

Reading's Rajah Gets Split Wks.

READING, Pa., Sept. 18.—A split week for traveling name bands, with three vaudeville acts to round out the bill, will be the new policy for C. G. Keeney's Rajah flicker temple here this season. Recognizing that it's the stage fare on Thursdays, Fridays and Saturdays that makes the lines form at the box office, the house will keep dark on the other days of the week. If it can't make a buy any one week for the stage, the lights will be kept off until the flesh items arrive.

"Okla!" 25G at Des Moines

DES MOINES, Sept. 18.—*Oklahoma!* played to some 13,000 during four performances at the KRNT Radio Theater here September 9 to 11, with the gross over $25,000. The stand included 3,600 on opening night, 3,000 the second night, 2,900 Saturday matinee and 3,500 Saturday evening. The attendance was short of the record set at the same theater in 1946, when over $90,000 gross was registered for eight shows. Louisa Fornaca left the show here and Alice Clift replaced her.

BILL MILLER'S

(Continued from opposite *page)*

Cole entourage (three boys; three girls) have their precision stuff down to a fine art. Their steps, hand motions, slides and other bits showed artistry of a high order. The team did three numbers in two spots. The first was the Balinese dance with neck jerks, hand twists and other motions all practically machine-like. The latter two dances, in modern dress, were equally thrilling and possibly more commercial. It was the precision applied to the Martha Graham school of dancing that left the crowd open-mouthed.

There is no doubt that the Jack Cole group is wonderful. It has proved it time and again. But because it needs split second music and tympani, Cole might well spend a little dough for his own leader and an extra drummer. Walter Nye's band cut a difficult Cole show in good style, but more positive leadership and addition of kettle drum or bongos would have made the act that much better. *Bill Smith.*

RALEIGH ROOM

(Continued from opposite *page)*

voiced bary he's been in the past, he's now developed an intimate style, a kind of younger Carl Brisson, he even looks a little like him. Marvey is a good looking hombre with wonderful material that probably set him back plenty. It consists of standards with rather effective chatter intros that help give an intimacy to his work which has considerable commercial potentials. The inadequacies he suffers from are no fault of his own. The lighting is unimaginative, adding years to his appearance. His following Miss Hathaway is another handicap. But if presentation is faulty, Marvey has some faults of his own, too. His biggest is his over-punching of material which is good in its own right. Much of this was probably due to preem night nervousness, but he might consider that under-selling rather than over-selling has considerable in its favor.

Jan August, billed as the headliner, seemed to be lost. As the topper on the bill he's entitled to close. But a closing act needs punch and August, tho a fine pianist, is not particularly a hot personality boy. Had he been put in between the two other acts he would have done a better job and received better audience response. August's trio, plus a piano player, backs the acts. August himself comes on for just his spot. *Bill Smith.*

Magic

By Bill Sachs

PERCY ABBOTT'S 15th annual Magic Get-together, held at Colon, Mich., September 9-11, pulled a registration of 675 pros and ams and panned out the most successful of the long string of Abbott magic festivals, according to those who made the event. Arthur Buckley headlined the September 9 show; Dell O'Dell topped the show on the following night, and Edgar Bergen, with Charlie McCarthy and Mortimer Snerd, assisted by Jim Sherman, of Chicago, and Pat Patrick headlined the big show on the get-away night. Bergen, according to Abbott, received a tremendous ovation from the gathered magi. . . . Tex Whatley is set with his nifties for an indefinite stand at Club Algiers, Framington, Conn. . . . Sir Edwards, after winding up at the Oblong (Ill.) Fair for the Kay Keiser office, Indianapolis, hopped to Defiance, O., for the American Legion Fair. . . . Jack Herbert has been handed a two-week holdover at Hotel Last Frontier, Las Vegas, Nev. . . . Newton Lumar's Magical Circus, of Bloomfield, Conn., played Deep River, Conn., September 17, sponsored by the Baldwin Chapter, Order of Eastern Star. In addition to Lumar, unit includes Clinton Webb, vent and magish, and Lady Grace, mentalist. . . . George Hubler, currently playing fairs for Ernie Young and Williams & Lee with his horizontal bar act, will again have two magic units playing this winter. His No. 1 unit, the Glenn Martin Company, will be handled by Bill Spake, and his No. 2 troupe will feature Hardini, with Clarence Pfeffer as manager. James Gemin is booking both shows, which opened last week in Dayton, O., schools.

JAY PALMER and Doreen are back in New York to play a week for Veterans' Hospital Camp Shows, after which they take off again for another eight-month tour of the States for that organization. Palmer reports that he recently was made a member of the London Society of Magicians and the Magic Circle of London. . . . Harry E. Cecil, the "world's worst magician," is active again after a long stretch on the sick list and recently played host to members of the Cecil Ring of the International Brotherhood of Magicians, Detroit, at a magic party. . . . Walter Z. Harris, who formerly did a theater show as Zimmerman the Magician, is readying a marionette turn at his home in Kalamazoo, Mich. . . . After a week at the Carman Theater, Philadelphia, Milbourne Christopher took his bag of tricks into the Glass Hat Room of the Belmont Plaza Hotel, New York, September 16 for a fortnight's engagement. Christopher was recently awarded the Gold Star of the London Inner Magic Circle for "performing ability." . . . The London Magic Circle has a powerhouse show coming up at London Scala Theater the week of October 4. Program will highlight such magical satellites as Chris Charlton, Arthur Dowdler, Niberco, Raoul, Willane, Vernon Lee and Daisy Mae, and Saveen. Prices go up to a 15-shilling or $3 top.

Clarence Robinson Returns Negro Shows to Village

NEW YORK, Sept. 18.—After a lapse of 16 years, Negro entertainment returned to Greenwich Village when the Savannah Cafe opened Thursday (16) at the site of the old Club 66. The first show, produced by Clarence Robinson, features Ida James, Bert Howell and Buddy Bowser, Tops and Wilda, and Lou Dixon and his ork.

Robinson formerly produced shows at the Zanzibar and the Cotton Club.

Miller Buys Out Marcus Interest In N. J. Riviera

NEW YORK, Sept. 18.—Full interest in the Riviera, Fort Lee, N. J., has reverted to Bill Miller, who bought out his former partner, Sam Marcus, for a sum, Miller said, of $250,000. Marcus's interest in the spot was protected by the real estate, about five acres, and the club. Miller was the operator.

Miller said he got the 250G from Al Kalveson, asbestos manufacturer. In return Kalveson got an option to buy into the Riviera and may be Miller's new partner. It is possible Miller may retain the whole interest and pay off Kalveson's loan out of the income at regular periods.

The Riviera Operating Company, with Miller and Marcus, bought out the Ben Marden interests some three years ago. After the spot ran for about a year, it ran into bad business and was forced into receivership, but Miller stayed as the operator.

During the past two years, said Miller, the club has been doing so well it was able to pay off all creditors. The final payment is due October 1, which, Miller said, will be met, wiping out all former obligations.

LATIN QUARTER

(Continued from opposite *page)*

The fact that this is Miss McInerny's first job as a single (she's in the LQ line) made it the more surprising. The gal has the looks, now she's added poise. A couple of more chances and she might develop into a competent single.

Don Saxon got plenty of chances to show his voice. He did an Al Jolson *Anniversary Song* and Cantor's *If You Knew Susie*, besides others, and did them all competently.

The Andrea Trio, in a return date, did a sensational adagio. The girl, a lithe little thing, took her tosses with ease and grace, and the two males handled her as if she were a feather. It was a fine act and helped make the show an eye-filling spectacle. *Bill Smith.*

N. Y. Theater League Reshapes Bally Plan

NEW YORK, Sept. 18.—Plans for a legit nationwide publicity and propaganda bureau are under way again. The League of New York Theaters is interviewing candidates to fill the $10,000-a-year job of running the organization.

What was considered a serious stumbling block, the demand by the Association of Theatrical Agents and Managers Union (ATAM), that a union press agent be used, may be overcome. The League orginally wanted to use a public relations firm. However, the idea now is to use a public relations firm that has a legit union flack in it, so that he can take over and satisfy the labor org.

COSTUMES
Rented, Sold or Made to Order for all occasions.
Custom MADE GIFTS. Send 25¢ for Sequin and Net Hair Ornament and receive
Circulars FREE
THE COSTUMER
258 State St., Dept. 8
Schenectady 5 N. Y

WANTED
Exotic Dancers and Strips
For Theatres and Clubs from
MAINE to CALIFORNIA
BE A BOOSTER FOR
MILTON SCHUSTER
127 North Dearborn St. CHICAGO 2, ILL.

CHORUS GIRLS
Wanted at once. Day off. Short rehearsals.
Wire or write
PALACE THEATRE
Buffalo 2, N. Y.

Tele Rights To Stem Plays Are at Stake

Scripter-Producer Huddle

(Continued from page 3)

do not want to sell TV rights to any script for more than one performance. There is also likely to be a discussion over whether to sell tele rights to legit scripts to film companies. In the past, TV rights to plays always have been included when movie rights were sold. The Guild would like to save the video rights from the flicker firms. However, with the Hollywood market for plays so depressed, the only way these rights can be rescued is for the film people to start bidding for a very hot property such as another *Life With Father*—in other words, a script in such great demand that the playwright is in the driver's seat.

It is possible that home rights will be saved for dramatists, but that theater tele rights will not be able to be protected. In case home rights are owned by the scripters, a package could be conceived where condensed versions of Broadway scripts would be available for viewing by the home audience only, even while the play was current on the Stem.

BROADWAY SHOWLOG

Performances Thru September 18, 1948

Dramas

	Opened	Perfs.
A Streetcar Named Desire (Barrymore)	12- 3, '47	338
Born Yesterday (Lyceum)	2- 4, '46	1,104
Harvey (48th Street)	11- 1, '44	1,638
Mister Roberts (Alvin)	2-18, '48	245
Play's the Thing, The (Booth)	4-28, '48	148
Respectful Prostitute, The; Happy Journey From Trenton to Camden, The (Cort)	2-16, '48	215

Musicals

	Opened	Perfs.
Annie, Get Your Gun (Imperial)	5-16, '46	980
Finian's Rainbow (46th Street Theater)	1-10, '47	725
High Button Shoes (Century)	10- 9, '47	396
Hilarities of 1948 (Adelphi)	9- 9, '48	12
Inside U.S.A. (Century)	4-30, '48	163
Make Mine Manhattan (Broadhurst)	1-15, '48	296

ICE SHOWS

	Opened	Perfs.
Howdy Mr. Ice (Center)	6-22, '48	112

OPENED

	Opened	Perfs.
Small Wonder (Coronet)	9-15, '48	5
Heaven on Earth (Century)	9-16, '48	4

CLOSED

	Opened	Perfs.
Command Decision (Fulton) Saturday (18)	10- 1, '47	409
Heiress, The (Biltmore) Saturday (18)	9-29, '47	428
Show Boat (City Center) Saturday (18)	9- 7, '48	15
Sundown Beach (Belasco) Saturday (11)	9- 7, '48	7

COMING UP

(Week of September 20, 1948)

	Opened	Perfs.
Magdalena (Ziegfeld)	9-20, '48	
A Story for Strangers (Royale)	9-21, '48	
Grandma's Diary (Henry Miller)	9-22, '48	
Town House (National)	9-23, '48	

BROADWAY OPENINGS

SMALL WONDER

(Opened Wednesday, September 15)

CORONET THEATER

A revue. Music by Baldwin Bergerson and Albert Selden. Lyrics by Phillis McGinley and Billings Brown. Sketches by Charles Spalding, Max Wilk, George Axelrod and Louis Laun. Staged by Burt Shevelove. Dances by Gower Champion. Sets by Ralph Alswang. Costumes by John Derro. Orchestrations by Ted Royal. Conductor, William Parson. Vocal arrangements, Herbert Greene. General manager, Samuel Schwarts. Stage manager, John Sola. Press representatives, David Lipsky and Phillip Bloom. Presented by George Nichols III.

CAST—Tom Ewell, Alice Pearce, Mary McCarty, Merilyn Day, Hayes Gordon, Tommy Rall, J. C. McCord, Joan Mann, Jonathan Lucas, Kate Friedlich, Chandler Cowles, Alan Ross, Mort Marchall, Virginia Oswald, Jack Cassidy, Joan Diener, Evelyn Taylor, Bill Ferguson, Devida Stewart.

SONGS: "Count Your Blessings," "Commuters' Song," "Ballad for Billionaires," "On Time," "Flaming Youth," "Show Off," "Badaroma," "Nobody Told Me," "Pistachio," "When I Fall in Love," "Saturday's Child," "William McKinley High," "From A to Z," "Just an Ordinary Guy."

After a New England shakedown, *Small Wonder* arrives as what its sponsors likely intended it to be—an unpretentious, intimate revue that keynotes good taste. It isn't all top-notch—but what revue doesn't have a blind spot or two? Its tunes are not those that will precisely haunt a customer and some of its lyrics sound painstakingly labored. But it makes no effort to be super in any department. Its sets are simple and colorful. Its costumes ditto. Over-all, there is an engaging spontaneity about it, with some bright entertainers making irreverent faces at current tempora and mores—a pleasant lure for business at the Coronet's sales window.

Most of *Wonder's* salesmanship is turned over to Tom (ex-*John Loves Mary*) Ewell, who emerges as one of the Stem's newest, first-rate clowns. Ewell, billed as a "normal neurotic," fences off the song-and-dance segments with his worries about the state of the world and steps into the principal sketches. Chiefly he is concerned with kidding the best sellers, the advertising business and the movies, with sideswipes at divorce and radio commercials. However, while Ewell's timing and delivery are in the top-drawer comic slot, due credit must be given his material which gives him plenty to work with and to able assists he receives in the sketch department.. Along with this goes an additional bow to Burt Shevelove's staging. It is a combo that makes for a lot of good fun.

Very obviously. No. 2 on the show's lift list is young Mary McCarty who can sock across a novelty or torch number (witness: *Flaming Youth* and *Saturday's Child*), and counterpoint Ewell's clowning amazingly when she makes with the acting. Hers is a name for managers to note in their files. Marilyn Day is likewise effective in putting across the romantic numbers and doubles competently in the sketches, and Alice Pearce adds her own brand of nonsense to the proceedings. Able contributions also come from Hayes Gordon, Mort Marshall and Chandler Cowles.

Gower Champion has put a lot of humor and originality into the dance patterns and there are half a dozen youngsters to do them full justice. Tommy Rall gets top terping honors, particularly in a routine accompanying Marilyn Day's chanting of *Show Off*. However, Kay Friedlich, Evelyn Taylor, Joann Mann, Jonathan Lucas and J. C. McCord all get excellent showcasing of their stepping wares.

Weakest spot in *Wonder* make-up is in the tune department, with the best of the score running to novelties like *Ballad for Billionaires, William McKinley High* and *Flaming Youth*. However, there are sweeter items such as *When I Fall in Love* and the already mentioned *Saturday's Child*,

(See Small Wonder on opposite page)

HEAVEN ON EARTH

(Opened Thursday, September 16)

NEW CENTURY THEATER

A musical. Book and lyrics by Barry Trivers. Music by Jay Gorney. Directed by John Murray Anderson. Supervised by Eddie Dowling. Sets and costumes by Raoul Peine Du-Bois. Dances and lyric numbers by Nick Castle. Vocal arrangements by Hugh Martin. Musical arrangements by Russell Bennett and Don Walker. Musical director, Clay Warnick. Company manager, Joe Moss. Stage manager, Chet O'Brien. Press representatives, Bill Doll and Dick Williams. Presented by Monte Proser and Ned C. Litwack.

James Aloycius McCarthy	Peter Lind Hayes
Friday	Dorothy Jarnac
Punchy	Danny Drayson
Fannie Frobisher	Caren Marsh
Florabelle Frobisher	Ruth Merman
Mrs. Frobisher	Nina Varela
Commissioner Frobisher	Irwin Corey
Officer Clabber	Claude Stroud
John Bowers	Robert Dixon
Mary Brooke	Barbara Nunn
The Lovers	June Graham and Richard D'Arcy
Lieut. Sullivan	Wynn Murray
Officer Jonesy	Dorothy Keller
Officer Blandings	Betty George
Sailor	Billy Parsons
H. H. Hutton	David Burns
Magistrate Kennedy	Dick Bernie
Sailor With Trumpet	Steve Condos
Officer O'Brien	Bert Sheldon
Radio Engineer	Jack Russell
Blim	Remi Martel
Dippy	Jack Russell
Butch	Bill Hogue

DANCERS: Lisa Ayres, Cece Eames, Babette George, Gretchen Houser, Marguerite James, Carol Lee, Dorothy Love, Caron Marsh, Ruth Merman, Gloria Sickling, Alice Swanson, Evelyn Ward. Harold Drake, Ernie DiGennaro, Dante DiPaolo, Ray Johnson, Red Knight, Remi Martel, Jack Mattis, Don Powell, Frank Reynolds, Jack Whitney, Jack Wilkins.

SINGERS: Angela Castle, Julie Curtis, Betty George, Pearl Hacker, Ellen McCown, Jean Olds, Dottie Pyren, Lucille Udovick. Dean Campbell, John Gray, Bill Hogue, Doug Luther, Vincent Van Lynn, Jack Russell, Bert Sheldon, Curt Stafford.

SONGS: "In the Back of a Hack"; "Anything Can Happen"; 'So Near and Yet So Far"; "Don't Forget to Dream"; "Bench in the Park"; "Push a Button in a Hutton"; "Home Is Where the Heart Is"; "Apple Jack"; "Wedding in the Park"; "What's the Matter With Our City"; First Cup of Coffee in the Morning"; "Gift Number"; "Heaven on Earth."

When *Heaven on Earth* was about to go into rehearsal, one who should know advised this reporter that it was to be a real old-fashioned book musical with comedy piled on comedy—and avast to arty ballet and back to solid heel-and-toe. So *Heaven* unveils old-fashioned enough in all truth with a book as dull and flimsy as many of yore. The comic touch is there in abundance, what with Peter Lind Hayes, David Burns, Claude Stroud and Irwin Corey all nosing at the laugh trough. Nick Castle's ensembles tap out furious rhythms that can be heard out in Seventh Avenue. But oddly enough it is the superb pantoterping of Dorothy Jarnac which steals the show's best moments and the balleteering of June Graham and Richard D'Arcy which provides a delightful relief from an overdose of buck-and-winging.

Barry Triver's' whispy fantasy concerns the tribulations of a Central-Park-tree-sitting veteran who can't marry his gal because of the housing shortage. A ubiquitous hackie sets out to get them spliced and into a model home, which via the author's conceit gets itself built most conveniently under the vet's tree. The hackie succeeds so well that after a joint sojourn in the clink, the lovers are satisfactorily reunited and he finds himself a v.-p. of the housing company at $2,000 a week, a sparse framework on which to hang the trimming of a first-rate musical.

However, it may be reported that much of the trimming is good, particularly in the comedy bracket. Hayes can turn his hand to about anything — song, dance, imitation. When he is on his own, he's hot, and considerable opportunity for his specialties has been wisely given him. Stroud, too, gets his shots at the laugh target with his own style of ineffectual underplaying, and Burns, tho handcuffed by book restrictions, gets fun out of the blustering building tycoon. Corey puts across two sock laugh spots via sheer personal energy.

Good trimming also are Barbara Nunn and Robert Dixon, the gal and boy of the piece, who duet the shows love songs admirably. And there are featured specialists on hand, like Wynn Murray, Steven Condos, Dorothy Keller, Dick Bernie and Danny Drayson to keep song-and-dance matters moving.

However, an inept book and an undistinguished score are handicaps too severe for the most willing players. Plush production, color and noise can't cover them, either. Fantasy shouldn't be played with a foot on the loud pedal. *Heaven* is tedious.

Bob Francis.

St. Louis Opera Tops Records

ST. LOUIS, Sept. 18.—Despite one of the rainiest seasons in its history and the general nationwide entertainment slump, the Municipal Opera here ended its thirtieth season August 29 with one of the best for attendance, including three new records. A total of 821,045 persons attended 84 of the 88 scheduled performances for the 1948 Muni season which concluded with a two-week run of *Up in Central Park*.

Of the above total, 695,045 patrons occupied reserved seats during 84 nightly performances. The remaining 126,000 filled unreserved seats in the free sections at the top of the outdoor theater occupied on a first come, first served basis. The number of seats available in the free sections were reduced from 1,700 to 1,500 this summer, because of the installation of the large new-type stadium seats which replaced benches.

The number of reserved seats occupied this summer was fewer than last summer by the small difference of 2,023. The management pointed out that this reduction in reserved attendance was directly due to four rain-out performances, two more than suffered during the 1947 season, and also because two of the canceled performances were on Monday nights, when Municipal Opera regularly has as its guests about 2,500 persons from welfare agencies, special promotion groups and out-of-town newspaper editors.

The new attendance records set this summer include a single performance record of 11,935 on June 26 at a performance of *Rio Rita*. The previous single performance record was established in 1943 where a performance of *Great Waltz* drew 11,407 customers. During the first week of *Central Park*, the total attendance was 79,660, shattering the *Babes in Toyland* record of 78,495 last summer. Muni's final production this season put a stronger toehold on the weekly attendance record, when 80,110 persons attended the second and final week. The total attendance for the two weeks also exceeded by 7,171 last summer's record by *Show Boat* in 14 nightly performances.

Box-office receipts were up 8 per cent this summer. This was due to the increased ticket prices, the first increase in 30 years, a result of the large rise in operating costs.

Total attendance by production this summer, including 1,500 free seats, follows: *Auld Lang Syne*, 78,470 (10 nights); *Venus in Silk*, 56,186 (seven nights); *Rio Rita*, 73,687 (seven nights); *Hit the Deck*, 67,751 (seven nights); *The Three Musketeers*, 59,203 (six nights); *White Eagle*, 53,270 (six nights); *Jubilee*, 60,801 (six nights); *A Connecticut Yankee*, 67,089 (seven nights); *Sunny*, 74,521 (seven nights); *Sari*, 70,776 (seven nights); *Up in Central Park* (first week), 79,901 (seven nights); Up in *Central Park* (second week), 80,110 (seven nights).

D. C. Belasco Hopes Revive

WASHINGTON, Sept. 18.—Arthur C. Katims, legal representative here for the American National Theater Academy (ANTA), said this week that ANTA might soon consider submitting new terms for a bid to the Federal Works Administration (FWA) for leasing the old Belasco Theater here as a legitimate playhouse. ANTA, Katims said, has received FWA's encouragement, even tho an earlier ANTA bid was rejected by FWA.

Meanwhile, Katims is studying the legal aspects of a snag which has struck plans for a legit theater proposed by another group with which he is associated. This group is interested in building a legit playhouse in a neighborhood shopping area in the northwest section of the city. However, Katims said that the theater would not be constructed unless the backers could first be assured of obtaining first-run plays from Broadway. Katims said that United Booking Office (UBO) in New York, thru an attorney here, has refused to commit itself to letting the Katims group have the franchise for the theater. The UBO franchise is still in the hands of the E Street Theater Corporation, which operates the National Theater here. Marcus Heiman, head of UBO, is also president of the E Street Theater Corporation. The National, dark since July 31, is being renovated in keeping with plans by the operators to open the theater this fall as a flicker house.

2 Resolutions OK'd In Quiet Equity Meet

NEW YORK, Sept. 18.—Actors' Equity held one of its quietest quarterly meetings in years at the Hotel Astor yesterday (17). Attended by about 750 members, the confab produced only two important resolutions.

One which was introduced by Lou Polan asked that Equity take over and administer the Equity Library Theaters (ELT), paying union scales to actors and moving the ELT into the schools if the city administration would co-operate. The resolution was passed and goes to the Equity Council for study.

The other asked that Equity investigate the possibility of a non-segregated theater in Washington. It also wanted the union to see what could be done about stopping the use of Baltimore and other spots as diversion spots where the Washington audiences could see segregated legit. The membership okayed this resolution, and it goes to the union segregation committee for study.

ROUTES

Dramatic and Musical

A Streetcar Named Desire (Harris) Chicago.
Annie, Get Your Gun (Shubert) Chicago.
Blackstone (Shubert Lafayette) Detroit.
Born Yesterday (Playhouse) Wilmington, Del., 23-25.
Brigadoon (Nixon) Pittsburgh.
Burlesque (Capitol) Yakima, Wash., 22; (Temple) Tacoma 23; (International Cinema) Vancouver, B. C., 24-25.
Carousel (Curran) San Francisco.
Command Decision (Wilbur) Boston.
Edward, My Son (Shubert) New Haven, Conn., 22-25.
For Love or Money (Ford's) Baltimore.
Hartmans, The (Blackstone) Chicago.
Harvey (Colonial) Boston.
Heiress, The (Walnut St.) Philadelphia.
High Button Shoes (Great Northern) Chicago.
John Loves Mary (Royal Alexandra) Toronto.
Leading Lady, With Ruth Gordon (Selwyn) Chicago.
Love Life (Shubert) Boston.
Medea, With Judith Anderson (Geary) San Francisco.
Mr. Roberts (Erlanger) Chicago.
Oklahoma (Erlanger) Buffalo.
Oklahoma (Forum) Wichita, Kan.
Private Lives, With Tallulah Bankhead (Locust St.) Philadelphia.
Showboat (Boston Opera House) Boston.
Summer and Smoke (Cass) Detroit.
That's the Ticket (Shubert) Philadelphia.
Trial of Mary Dugan, With Jay Jostyn (Majestic) Boston.

Off-Broadway

WALTZ ME AROUND AGAIN

(Opened Tuesday, September 14)

BRIGHTON THEATER, BROOKLYN

A play by Edward Caulfield. Staged by Lex Richards. No set or costume credits listed. Stage manager, Chris Oaye. Press representative, Karl Bernstein. Presented by Gant Gaither.

Madge	Nancy Walker
Mr. Burke	Allen Kearns
Mr. Overland	Reginald Mason
Mrs. Kalinka	Elfrida Derwent
Doctor	Earl Mayo
Mrs. O'Mara	Philippa Bevans
Mrs. MacRopoulous	Bertha Belmore
Leah	Pauline Myers
Clara	Lenore Lonergan
Jean	Chauey Horsley
Elaine	Eileen Heckart
Lulu	Sally Oracle
Mr. Whitehouse	Ralph Bunker
Mr. X	Fred Ayres Cotton
Rick	Lionel Wilson
Mr. Summerville	Ivan Simpson
Mr. Reynolds	Hal Conklin
Mr. Carrington	Craig Neslo

Seventeen years back the Brighton Theater preemed a subsequent Stem smash hit, *Once in a Lifetime*. No more pre-Broadway tryouts have come the Brighton's way until this week, when Gant Gaither unveiled something called *Waltz Me Around Again*. Perhaps the old theater should have stood on its laurels as the tee-off spot for *Lifetime*, for *Waltz* launches straight for the storehouse—and the sooner the better.

Edward Caulfield's latest notion adds up to about the dullest, most tiresome, most tasteless matter to hit a local stage in years. There may be some hilarious highjinks concealed in the idea of an innocent country gal inheriting a brothel from an aunt who has been one of the town's more notorious madams. If so, they escaped this reporter and certainly most of the opening night congregation. Anyway, the Caulfield conceit is that the lass must sell the house in order to marry an obnoxious lad of her choice via the profits. The spirited bidders are a real estater who wants to tear it down and a madam pal of the deceased aunt who wants to keep it up. Of course, the gal must be ignorant of the madam's objective, but that is no barrier to the play, since Caulfield has made her so moronic that she accepts the establishment's crop of inmates as just a jolly, lovable lot of boarders. From this premise develop three acts of unfunny dialog, nauseous situations, growing progressively more tiresome to a debilitating finish.

Entangled Cast

The one interesting point about *Waltz*, however, is an absorbing wonder as to how a lot of excellent Stem actors permitted themselves to get mixed up in it. Nancy Walker, one of Broadway's best fem clowns, is starred as the dumb gal. She is mostly inaudible, which is as well considering what she has to say. Such players as Bertha Belmore, Elfrida Derwent, Philippa Bevans, Lenore Lonergan, Reginald Mason, Allen Kearns, Hal Conklin and Ralph Bunker have been recruited for the cast. All of them seem faintly ashamed of what they are required to do and say. Lex Richards's staging is of no particular help.

The show's title stems from the old pop song, *Waltz Me Around Again, Willie*, which it seems was the favorite tune of the deceased madam. A better tag would be *Innocence and a Broad*. Nobody would trouble to censor it, anyway. Bob *Francis*.

SMALL WONDER

(Continued from opposite page)

which fall pleasantly on the ear. Billings Brown is responsible for the best of the lyrics.

In sum, *Wonder* is no bombshell musical, nor does it pretend to be such. But it is happy diversion with more than enough gay ingredients to entitle it to a substantial rating in the season's success column.

Bob *Francis*

Jaffe Resigns ELT; Job Future Unsettled

NEW YORK, Sept. 18.—Sam Jaffe has notified the Actors' Equity Council that he will not be able to head the Equity Library Theater (ELT) committee this fall. This means that the council will appoint a new chairman of the ELT committee and work will begin soon to get the project started. No doubt the action will be taken Tuesday (21) or the following Tuesday.

Much remains to be settled as to the shape the ELT will take this season. John Golden, its angel, has refused to foot the bill unless Equity pitches in with dough for half the ELT's cost. If such an arrangement is consummated, Equity, not Golden, will run the ELT.

There is a good chance that the ELT will again try to do some of its shows in local high schools at low prices. Golden has been working for several years to get a high school ELT circuit started and may finally get the permission of the board of education.

If this happens, a meeting will have to be held with the fact-finding committee of the legit unions to set wages and working conditions for any labor involved.

Equity Is Undecided In Brownstein Action

NEW YORK, Sept. 18.—Whether Rebecca Brownstein will remain as temporary Actors' Equity associate legal counsel is still undecided at this moment. The deadline for the union to meet her demand for a $4,000 raise is today, but no final action has been taken. Miss Brownstein gets about $10,000 a year from the union for her legal work.

However, the committee which met with her to discuss her grievances is known to be against granting her request for the raise. Not only is the committee afraid she will ask for more dough when her services are badly needed the way they say she did now, but are irritated because she chose this moment to ask for the hike when her legal advice is needed in the coming merger huddles with the American Federation of Radio Actors.

N. Y. Theaters, 802 Reach Pact Deadlock

NEW YORK, Sept. 18.—Negotiations between Local 802 of the American Federation of Musicians and the League of New York Theaters over a new pact are deadlocked. The musicians want a jump of 15 per cent in pay which the producers are unwilling to give. The managers have asked Local 802 to reconsider its demands, but the tootlers haven't made any concessions.

However, there is a good possibility that the League may get the union to relax its penalty system whereby a theater which didn't use music and decided it needed it later has to pay a penalty. Local 802 seems to be willing to forego the system if the new wage scales are right.

Hartf'd Legit Begins Oct. 4

HARTFORD, Conn., Sept. 18.—The local legit season resumes October 4. Bushnell Memorial has booked *Man and Superman*, with Maurice Evans, for a two-day stand, starting October 4, at $3.60 top.

Weiser Adds Play Course

NEW YORK, Sept. 18.—Jacob Weiser has added a refresher course in playscripting for dramatists who have already put their wares on paper to his evening courses in dramatics and playwriting at City College. Registration opens Monday (20).

Out-of-Town Opening

WHERE'S CHARLEY?

(Opened Monday, September 13)

FORREST, PHILADELPHIA

A new musical in two acts based on Brandon Thomas' "Charley's Aunt," presented by Cy Feuer and Ernest H. Martin in association with Owen Rickard. Book by George Abbott. Words and music by Frank Loesser. Sets, lighting and costumes by David Ffolkes. Dances directed by George Balanchine. Vocal arrangements by Gerry Dolin. Musical director, Sam Kramar. Orchestrations by Ted Royal, Hans Spialek and Phil Lang. Press representatives, Karl Bernstein and Lorella Val-Mery.

CAST: John Lynds, Byron Palmer, Ray Bolger, Doretta Morrow, Allyn Ann McLerie, Edgar Kent, Paul England, Horace Cooper, Douglas Dean, Jane Lawrence, James Lane, Jack Friend, Marie Foster; dancers and singers.

George Abbott has taken an old chestnut ever good for chuckles in Brandon Thomas' *Charley's Aunt*. Added to the evergreen of the speaking stage are pert words and tuneful music by Frank Loesser; eye-appealing costumes that hark back to the Oxford University saga—all filled out by a lovely collection of fresh young lassies; and sophisticated dance satires designed by Balanchine. But the most important ingredient, and one that refuses to be bogged down by the book, is Ray Bolger.

The addition of all the musical comedy tinsel to the time-worn but rollicking plot gives *Where's Charley?* quite a sluggish time of it—even falling flat on its face over the overly long first act. But with Bolger in there pitching, along with excellent assists, the lifts carry over the lulls at this early stage of the show's history.

In both song and dance—and he brings back all his familiar hoofing routines—it's a romp and riot all the way for Bolger. Nor is he alone in the lifting, getting a perfect fem foil in Allyn Ann McLerie, who imparts the same sly touches as her dancing mate, and the same innuendoes when it comes to singing and selling a song without benefit of voice. The two are tops for the *Make a Miracle* song smartie, with Miss Allyn clicking alone with her chant anent *The Woman in His Room*.

In the dance register, Bolger is ever nimble, feather-footed and socko from first step to last. He and Miss McLerie provide a colorful and comical curtain ringer in the South Americanish *Pernambuco*, which snipes smartly at the Katherine Dunham tropical terping.

Byron Palmer and Doretta Morrow, both abundant in looks and voice, handle the romance department admirably. They carry the score's only real hit parade potential in *My Darling, My Darling*.

Horace Cooper and Paul England make the most of their middle-age comedy roles. While Cooper fails to carry his *Serenade With Asides*, England has the advantage of Jane Lawrence's beauty and voice in romantic serenading for a tuneful *Lovelier Than Ever*. Miss Lawrence left *Inside U. S. A.* for the role of the real aunt.

Three weeks here should give George Abbott plenty of time to prune the first act, particularly at the expense of the wordy and lengthy opening scene. It's not until the second scene, when the campus comes to life with a peppery marching song and dance, that the show really begins to move. Moreover, the second turn bogs down as it tries to stick close to the weighty story line that burdens all the principals involved. As a matter of fact, with Bolger and Miss McLerie, the lavish setting requires little story to hold attention. By every visible sign at this early date, considering Abbott's know-how, it should be a mighty long encampment for *Where's Charley?* when it arrives at the Stem's St. James' stage.

Maurie Orodenker.

McKennon's Tenter in Quick Recovery From Littlefield Fire; No Performances Lost

Biz Drops Below Record 1947 Figures

MIDLAND, Tex., Sept. 18.—Doing a speedy recovery from the fire which gutted its tent and destroyed most of its scenery and chairs at Littlefield, Tex., recently, the Joe McKennon Tent Theater has not lost a single performance, Manager McKennon said here this week. Following the fire show played two nights in the Littlefield High School auditorium and three nights in the Levelland, Tex., auditorium. During those five nights show's sailmaker, Birney Massengale, and two assistants worked under show's big floodlights and at the conclusion of the Levelland engagement they had constructed a 40 by 50-foot canopy top, under which the show set its stage truck.

Show used this set-up for its week stand in Odessa, Tex. Jimmy Morrissey and his All-State Tent & Awning Company crew built a new 400-foot red and blue-striped sidewall, a new proscenium and new stage curtains which also were used in Odessa, permitting the show to go on in its usual style.

Scenery, Props Replaced

Jimmy Colley and Harvey Holland, assisted by Carl Bigham and his big top crew, rebuilt and painted new scenery and props to replace all that were lost. Altho no performances were lost in Odessa, business was off because of two rainy and cold days which hit in the middle of the week, McKennon said.

McKennon said that Cleo Plunkett and the Plunkett family had their tent stored at the O'Henry Tent & Awning Company, Chicago. They wired that the tent was in good shape and it arrived here in time to be set up for the local stand. McKennon said that business on the show thus far this season has been from 20 to 50 per cent under the record-breaking business figures set up last year. Contributing factors, McKennon said, included a wheat crop that fell off 90 per cent from last spring. Because of a 50 per cent drop in cotton this year, show has canceled its contemplated tour of that section of the country, McKennon said. He added that show will make several long jumps to get into other territory.

Walhalla Drive-In Chartered

WALHALLA, S. C., Sept. 18.—Walhalla Drive-In Theater here has been chartered by the secretary of state. Capital stock is listed as $50,000. D. G. Norman is president.

Slip-Foot Goes A Slip-Horning

SYRACUSE, Sept. 18.—Harry (Slip-Foot) Clifton, minstrel vet, made an all-day visit with Mills Bros.' Circus when it played here recently. After partaking of supper in the cookhouse and listening to a good old minstrel slip-horn band number by Bob Mills and his boys, he was awakened to the fact that there's still lots of trouping folks blessed with the good old trouping spirit.

He said that Jack Sweetman, band drummer, and he spun numerous yarns about the good old days of minstrelsy. Marty Lynch arrived on the lot at night and the "you remember whens" and "whatever became of hims" began all over again, Harry related.

Majestic Ends Successful '48 Jaunt at Cincy

CINCINNATI, Sept. 18.—Majestic Showboat, owned by Capt. Thoms J. Reynolds and operated this season under the auspices of Kent State University and Hiram College speech departments, wound up a successful summer tour here Wednesday night (15), following a click nine-day engagement. The more than 25 students, under the direction of Prof. G. Harry Wright, Kent's speech professor, and Prof. Robert L. Pence, speech instructor at Hiram, returned to their classes following the local wind-up.

Students participating in the Majestic's summer tour received credit for their work in dramatics at each of the colleges. Each student aboard was a shareholder in the company and the venture was financed by the students. Unit presented over 85 performances during its tour of the Kanawha and Ohio rivers, officials said.

Drive-In for Albany, Ore.

ALBANY, Ore., Sept. 18.—Construction of a new drive-in theater to be located midway between Albany and Corvallis along U. S. Highway 20 is under way. Owners Art W. Adamson, who operates two Albany theaters, and Charles Whitesede, Corvallis, say the undertaking represents an investment of around $100,000. Capacity will be 500 cars.

More Drive-Ins Spring Up In Southern New England

HARTFORD, Conn., Sept. 18.—John Petrucci, former carnival op, has started construction on a 600-car capacity outdoor theater in Johnston, R. I., at an estimated cost of $65,000. It will be called Hi-Way Drive-In and tentative policy plans include free admission for children, pony rides and other attractions.

E. M. Loew's Drive-In Theater at Pawtucket, R. I., has installed a children's playground. Theater is managed by William Cummings.

Non-Profit Theater

A "non-profit" outdoor theater is to be built in the Penacook section of Concord, N. H. City's zoning board of adjustment has approved the application of Charles Arnold to construct the theater, with profits to go to churches, service clubs and other worthy causes.

Jay Finn, manager of the E. M. Loew's Hartford-Drive-In at Newington, Conn., has left that position to resume his college studies. Pending the appointment of a permanent replacement, Paul W. Amadeo, house manager of the E. M. Loew's Theater, Hartford, is managing the outdoor spot.

The new 600-car capacity West Springfield Drive-In has been opened by the Weymouth Drive-In Theaters Corporation.

Arthur and Adrienne Alix, of Sinsbury, Conn., have filed an application with Connecticut police commissioner Edward J. Hickey at State Capitol in Hartford for permission to erect a drive-in theater there.

A public hearing was held in Bloomfield, Conn., Thursday night (9) on the proposed plans of Phillip W. Maher to build an outdoor theater. Majority of residents present at the hearing voiced opposition to the proposal. More action is expected at a future hearing.

Marlow Biz Good But Under 1947; Buys Carle Pix

PINE BLUFF, Ark., Sept. 18. — W. E. Marlow, who has been making this sector with pix and flesh, reports that altho business has been good it has dropped below that of last summer. Marlow said that he inaugurated the season with his tent, but soon gave it up to go into halls, which he is currently playing.

During the winter Marlow plans to add some short-cast bills and, since both he and his wife are former rep performers, he doesn't plan to take on more than another performer or two. Marlow says he has a good line of films and he recently purchased the religious pix owned by Harry Carle, who had been showing them in Arkansas for several seasons.

He said that Carle recently grabbed a series of towns which he will play with regular film and will not show the religious pix in the State this winter. Marlow recently met Will Burkett at Amity, Ark., where Burkett has been presenting E. F. Hannan's *Henry Goes To Town* to satisfactory business.

Dalen's Lewiston Circle Biz Okay; Plans Winter Tour

LEWISTON, Idaho, Sept. 18.—Chet Dalen's Pix and Vaude Show, which has been working a circuit out of this city to good results, is setting up plans for a circuit of spots in the Grangeville, Idaho, sector, for the winter it was announced here this week. Dalen said that the org lacks only one town to complete its set-up.

Dalen wants to know if Harry Freelander and William Auton, with whom he toured the Central States years ago, are still active.

Dreeben to Sack Enterprises

DALLAS, Sept. 18.—Irving Dreeben has been named special 16mm. sales representative for Sack Amusement Enterprises here, with headquarters in New York. Dreeben formerly was with Warner Bros.' exchange and more recently was with Nu-Art Films.

T. Maskew Quits McKennon

ODESSA, Tex., Sept. 18.—Trixie Maskew this week closed as publicity agent with the Joe McKennon Show. She said her plans were indefinite, but that she may stop in Dallas for stock or go north.

STILL ONLY $9.75 WEEK

Yes . . . Film rentals are going up, but here at I. C. S. you can STILL get a COMPLETE 16mm. sound program for only $9.75 for a FULL WEEK. Hundreds of Roadshow Specials—Westerns, Action Films, Comedies to choose from. Roadshowmen and dealers everywhere use our service. Send for your FREE copy of the latest I. C. S. 1948-'49 Film Rental Catalog just off the press. Drop us a penny postcard TODAY and state what make projector you have. Address Roadshow Division.

INSTITUTIONAL CINEMA SERVICE, Inc.
1560-B Broadway New York 19, N. Y.

ROADSHOWMEN
Streamline Your Equipment

Secure the latest Ampro or Victor projector on our EASY RENTAL-PURCHASE PLAN. Your old projector is worth good money as a trade-in here at I.C.S. Hundreds of pleased roadmen will attest to the I.C.S. practical, dependable and thrifty service to roadshowmen. Write today for full information. State type of projector you now have. (The I.C.S. 1948-49 Film Rental Catalog just off the press. Ask for your copy. It's FREE.)

INSTITUTIONAL CINEMA SERVICE, INC.
1560B Broadway New York 19, N. Y.

EXCHANGE

Our exchange plan enables you to trade your 16mm. Sound Films for other different subjects. Write for details.

NEW ENGLAND FILM EXCHANGE
833 MAIN ST. SOUTHBRIDGE, MASS.

$19.50 PUTS YOU IN SHOW BUSINESS

We supply you complete 16MM. Sound Projector and Films. Every thing ready for showing. Be your own boss. EARN BIG MONEY.

Write SOUTHERN VISUAL FILMS, 68 Monroe (Dept. BB), Memphis, Tenn.

DRIVE-IN THEATRE EQUIPMENT

Complete new 35mm. Sound and Projection Equipment for Drive-Ins—$3,174.00; construction and operating instructions furnished. 16MM. FILMS RENTED—$5.00. Advertising furnished. Used 16mm. and 35mm. projector bargains.

ACE CAMERA SUPPLY
150 N. Irby St. Florence, S. C.

Want People All Lines

Opening in October. Circle stock this winter, permanent stock next summer. State if you do specialties or play instrument.

CHICK BOYES
HEBRON, NEBR.

35MM. BARGAIN SALE

Westerns and Features, complete, $15.00 each and up. Programs rented, $7.50. Pair Universal Sound Projectors, complete, $475.00. Late Musical Westerns, $50.00 each. Shipping Cases, 2000 ft. capacity, for $4.00 each. Poster Supply. Free lists.

SIMPSON FILMS
153 HIGH DAYTON 2, OHIO

CASH
FOR YOUR USED
16mm. Sound Films

We buy everything from "Soundies" to a complete film library. Send us a list of what you have to sell.

(Sorry, but we can't handle old news or war information films.)

BLACKHAWK FILMS
Davenport, Iowa

Have Excellent
DRIVE-IN SPOT
South Wisconsin Lake Region.
28,000 Population—No Movies.
Am open for proposition.
H. C. SUMMERS
8455 Cottage Grove Chicago 37, Ill.

THE FINAL CURTAIN

AUTON—William, 72, rep and med show performer, September 13 in Pittsburg ,Kan., of cancer. He leaves his wife, Eve, with whom he teamed in the act known as the Musical Autons.

BLACK—Morris B., 50, guess-your-age concessionaire, of Philadelphia, recently near Vera, Okla., in an auto crash while en route to Houston. Survived by his widow, Bessie, and daughter, Merle.

BOYLE—Pauline H., 89, widow of Thomas J. Boyle, theater manager, August 28 in New York. She made her debut in the Boyle Stock Company, Nashville, and later became producing manager of the show, *Two Little Sailor Boys*. Mrs. Boyle also managed a number of theaters.

BROWN—George T., electrician at the State Theater, Waterbury, Conn., recently at West Haven, Conn. He was also vice-president of the Waterbury Local of International Alliance of Theatrical Stage Employees (IATSE).

CELLA—Rodolpho, 70, concessionaire, recently near Vera, Okla., in an auto crash while en route to Houston.

CLARK—Thomas J., veteran med show operator, recently at his home in Athens, Tex. Survived by his widow and son.

DALE—Daniel A., 49, trouper for many years with the Ringling and Sells-Floto circuses and the James E. Strates Shows, September 4 in W.C.A. Hospital, Jamestown, N. Y. The past few years he had worked at Celoron Park in Jamestown. Survived by his widow, Edna; a son, James E., and a daughter, Mrs. Ann Snedeker, who, with her husband and son, Robert, form the roller-skating act of George and Ann Oliver and Company. Burial in Lakeview Cemetery, Jamestown.

DALHART — Vernon, 65, who claimed to have written the music to *The Prisoner's Song*, one of the nation's all-time song hits, September 15 in a Bridgeport, Conn., hospital. Dalhart's cousin, Guy Massey, is supposed to have collaborated with him on the song which sold over 2,000,000 records some 25 years ago. Dalhart studied voice at the Dallas Conservatory of Music, later moving to New York where he recorded for Thomas A. Edison. He recorded the song for 12 companies, earning royalties estimated at $1,000,000. Survived by his widow, Mrs. Sally Lee Slaughter, and a daughter, Mrs. Lewis A. Shca, of Westport, Conn.

DIAMOND—Eddie, 82, former theatrical man, September 11 in Salt Lake City of a heart ailment. In show business for 52 years, Diamond built the New Pantages Theater in Salt Lake City (now the Utah), when he first moved to that city, and for many years was its manager. He had also been public relations man for the Lake Theater, now the Lyric. He retired eight years ago. Survivors include his widow, Mrs. Effie Diamond, and a daughter, of Coronado, Calif.

D'OYLY CARTE—Rupert, 71, proprietor of the opera company founded by his father to produce the works of Gilbert and Sullivan, September 12 in London. He headed the company since 1913 and served as chairman for the corporations operating London's Savoy, Berkeley and New Claridge hotels and the Savoy Theater, built by his father. The opera company has made several successful appearances on Broadway. His daughter, Bridget, survives.

EMERSON—Morton, 50, owner of Emerson's Rainbow Room, Philadelphia nitery, September 6 in Anderson Hospital, Philadelphia. His widow, Sophie, who will continue the operation of the club, survives. Burial in Eden Cemetery, Philadelphia, September 9.

ESPY—Chcster A., outdoor showman, August 27 in Newton, Ia. He traveled with the Harley Sadler Show, the Russel Bros.', Sam Dill, Tom Mix and Bud Anderson circuses until his retirement at the death of his wife in 1942. His sister, Mrs. Maude Arthur, survives.

GIERACH—Ray, 48, president of the Ozaukee County (Wisconsin) Fair for seven years, September 2 at his home in Thiensville, Wis., of a heart attack. Survived by his widow, a son, Ray Jr.; a brother, Alfred, Chicago Heights, Ill., and three sisters, Mrs. Nora Wittman and Mrs. Irene Gussick, both of Milwaukee, and Mrs. Asta Sitkiewitz, Thiensville. Burial in Immanuel Cemetery, Ccdarburg, Wis.

GOLDBERG—Herman, 27, jewelry engraver, September 12 in Topeka, Kan., while operating his concession at the Kansas Free Fair. Survived by his widow, mother and infant son, Lynn Douglas. (Details in General Outdoor Section.)

GORDON—Jacques, 49, violinist and conductor, September 15 in Hartford, Conn. He played concerts thruout Europe, was a member of the Berkshire String Quartet from 1917 to 1920, became concertmaster of the Chicago Symphony Orchestra in 1921 and conducted the Hartford Symphony from 1936 tb 1939. His widow and two sons survive.

HARRIS—Morris Alton, 64, associated with his brothers, Ted, Martin and Samuel, in the operation of the State Theater, downtown Hartford, Conn., vaudeville-pic theater, September 10 in Hartford. His widow survives. Burial in Ados Israel Cemetery, Hartford, September 12.

HOARE—James, 74, father of Joseph Hardy, legit actor, August 28 in Boston.

HYMAN—Harry (Hymie Marcus), 60, trouper for the past 20 years and brother-in-law of Izzie (Murphy) Firesides, September 6 in Tampa. Survivors include two sisters.

JESSOP— Joseph J., 72, veteran concessionaire, September 9 in St. Mary's Hospital, Saginaw, Mich., of a heart ailment. He had just concuded a stand at the Charlotte (Mich.) 4-H Fair. He was associated in the candy and crackerjack business with his mother, Caroline Jessop, and two brothers, Edward and Charles, for many years. After his mother's death he and Charles continued, as the Jessop Bros., at the fair dates established by their mother. He had also been with the John A. Wortham Shows for three years. Survived by two sons, Charles and Harold; three daughters, Mrs. C. T. Andrus, Mrs. Ruth Perkins and Mrs. Gene Pitman, and one brother, Charles. Burial in Dale Cemetery, Connersville, Ind., his hometown, September 13.

McGUIRE—Jack T., 38, former concessionaire and brother of Babc Keating, of Lawrence Greater Shows, September 4 in Homer, N. Y. Burial in St. Mary's Cemetery, Little Falls, N. Y.

MORGAN—Ruth, 26, wife of Jack Morgan, trainmaster on the Hennies Bros.' Shows, September 6 in Booneville, Ark. Burial in Boaz, Ala., September 8.

ROSS—Thomas J., six-month-old son of Mr. and Mrs. James Ross, of Alamo Exposition Shows, recently in Coffeyville, Kan. Burial in Coffeyville Cemetery.

SCHULTE—Albert E., 21, actor, in Norwalk (Conn.) Hospital September 9 of injuries sustained in a fall in Westport, Conn. Burial in Willowbrook Cemetery, Westport, September 13.

SILVERMAN—Barney, 57, concessionaire, recently near Vera, Okla., in an auto crash while en route to Houston. Survived by a sister, Mrs. Sarah Engler, Philadelphia, and a brother.

THERESE—Chan, 85, former magician and hypnotist, at his Los Angeles home September 5. Survived by a son, Constantine, and a daughter, Mrs. Rita Tulley. Burial in Rosedale Cemetery, Los Angeles.

WEGENER—Paul, 73, well-known German actor and producer, in Berlin September 13. He had also appeared in this country.

A Loving Tribute to a Beautiful Memory of My Dear Husband

MILTON MORRIS

Who passed away one year ago,
Sept. 21, 1947.

Sad and sudden was the call
Of one so dearly loved by all.
A bitter grief, a shock severe,
It was to part with one so dear.
Deep in my heart he is living yet.
I love him too much to ever forget.

Your lonely wife,

IVA

IN LOVING MEMORY
of Our Dear Brother

MILT MORRIS

who passed away
September 21, 1947

We miss you so very much

Lee and Dave
Millie and Hortense

In Memory of Our Good Friend

MILTON M. MORRIS

Gone But Not Forgotten.
We Will Always Remember You.

E. LAWRENCE PHILLIPS
AND HODY JONES
Johnny J. Jones and Family

IN LOVING MEMORY
of My Dear Husband

JESSE M. SHOAT

who died September 24, 1941
NORA ANN SHOAT

In Memory of My
Beloved Uncle

NATE MILLER

Who passed away September 10, 1947.
HANNA ROM

In Loving Memory of

HELEN SHELBY

MR. & MRS. BENNIE BERNARD

IN LOVING MEMORY OF

MILTON M. MORRIS

Who Left Us September 21, 1947

We miss you, but your inspiration will always be with us.

MR. AND MRS. HAROLD PADDOCK
MORRIS LIPSKY
GEORGE RHINEHARDT
JOSEPHINE HAYWOOD
JOE JOHNSON
HAL F. EIFORT
ART FRAZIER
JOHNNY J. JONES EXPOSITION

IN LOVING MEMORY OF
MY WIFE AND BUDDY

HELEN

Who Passed On September 28, 1944

HANK SHELBY
Flint, Mich.

In Loving Memory of My Husband

LEW HENRY

Who Died September 25, 1945

Who shall say the grief is lessened
Though the smiles may hide the tears!
Memories keep the wound still open,
Despite the passing of the years.

Your Wife,
NETTIE HENRY

Communications to 155 No. Clark St., Chicago 1, Ill.

LONDON, ONT., FAIR LIGHTS UP

Records Fall First 4 Days

Attendance, receipts, exhibits, grandstand hit new high after 9-year lapse

LONDON, Ont., Sept. 18. — Returned to action here this week after a nine-year suspension caused by the Canadian Army's occupation of its plant, the Western Fair scaled new highs in attendance, receipts and exhibits.

Thru Thursday (16), fourth day of the six-day event, paid attendance totalled 175,087, as compared to 99,400 the corresponding point in 1939, when the fair was last held. Indications were that, given weather the closing day, the fair would hit an attendance of 250,000. Previous peak was 180,000.

Record grandstand business stamped the first four days of the run. The 7,000-seat stand played to near-capacity at the opening day matinee and thereafter it was filled at every afternoon and night performance and at several there were large turnouts.

The afternoon program consists of harness horse races and acts booked thru George A. Hamid, New York. The night bill is a revue, with acts, also booked thru Hamid. Also getting capacity business here is a horse show, presented before 2,000-capacity grandstand.

On the midway, the Conklin Shows, with 14 major rides, 11 kid rides, 7 shows and some 500 feet of concessions, racked up excellent business. The ride and show gross for the first four days was double that for the same period in '39, Patty Conklin said.

A $250,000 plant rehabilitation program preceded the event's opening. Most of this was spent for redoing the interiors and exteriors of buildings and for new flooring in many of the structures.

The sum of $1,500,000 will be spent for new construction before the '49 fair. Planned is a new all-purpose coliseum, complete with ice plant, with a seating capacity of 8,000 and construction of a livestock building adjacent to the coliseum.

Kiddie Special Adds Steam as R. R. Fair Sags

CHICAGO, Sept. 18.—Buoyed by the attendance of large groups of school kids admitted at reduced prices and by good weather, the Chicago Railroad Fair this week did business termed as fair, tho off from the pre-Labor Day stretch.

Daily attendance of youngsters ranged this week from 5,000 to 10,000. The size of the children's turnouts is expected to increase next week, when the parochial schools begin to send groups to the fair.

Thru Thursday (16), the 59th day of the event, the total paid gate totalled 2,127,878. To the same point, paid admissions to the pageant, *Wheels A-Rollin'* aggregated 916,136.

Herman Goldberg Is Electrocuted at Kansas Annual

TOPEKA, Kan., Sept. 18.—Herman Goldberg, 27, jewelry engraver, was electrocuted Sunday night (12) on the independent midway of the Kansas Free Fair here when he came in contact with 2,300 volts of electricity while operating his concession.

Gil Mayman, employee of a near-by hot dog stand, sustained hand and wrist burns from the hot wire. Given emergency treatment at the Winter Veterans' Hospital, he was released.

Goldberg was rushed to Christ's Hospital, where artificial respiration was administered for more than an hour in an effort to restore life.

He and his father had operated an engraving concession at several fairs this season. Besides his father, he leaves his widow, his mother and an infant son, Lynn Douglass.

Locals Operate Louisville Games; Blow to John Ward; Kline Resigns as Gen. Agt.

Luncheon Clubs Man Concessions at Kentucky State Fair

By Herb Dotten

LOUISVILLE, Sept. 18.—The Kentucky State Fair this week reversed its concession policy of recent years, with the pendulum swinging from rip-and-tearing to strictly stock concessions operated chiefly by local non-pro concessionaires. The change-over was hailed by fair execs and newspapers here as a success. To be sure, it was a long step in a much-needed direction. However, as usual with such drastic switches, it was not without glaring weaknesses. All concessions, of which there are many, are operated under the banner of weekly luncheon service clubs, such as the Optimists, with the proceeds advertised as going to charity. Most of the stands are manned by club members. Two, as in the case of the only corn games, are operated by John Galligan, veteran concessionaire.

Operations Amateur-Like

Inasmuch as the club members are strictly amateurs, their operations are on the amateur-looking side. Only the corn games handled by Galligan carry the flash, quantity and kind of stock characteristic of well-framed, well-operated concessions.

All other concessions have wheels, the reason being that since club members are amateurs, the wheels lend themselves best to operation by them. By actual count there are 19 wheels in operation, and these line both sides of the paved main stem leading from the grandstand to the Coliseum, giving that "well-trafficked" street an appearance smacking of the gold rush.

What hurts the general effect, in addition to the virtually unbroken line of wheel joints, is the widespread use of p.-a. systems. Most of the stands have them—and use them. As a result, anyone treading the main stem gets a sound ear-whacking.

The introduction of the amateur-operated games was given much advance publicity. As a matter of fact, the fair's publicity was built around it, and the net result was to tag the fair strongly with a gambling overtone.

All of this was done presumably to stress that the fair this year would

(See KLINE RESIGNS on page 63)

Close-Ups:

Pepple Has Missed Few Roles, Whistle Stops in 50-Yr. Career

By Hank Hurley

(This is another in a series of articles on little-known facts about prominent people in outdoor show business.)

THURMAN DWIGHT PEPPLE this year is marking his 50th anniversary in show business. If you doubt that, consider that Pepple, general agent for Polack Bros.' Circus, observed his 71st birthday Tuesday (21) and that he first broke into outdoor show business as a youth of voting age after a fling on the stage during his teens. Born September 21, 1877, in West Newton, O., near Lima, the Polack general agent has been in almost every phase of show business, from selling peanuts to acting.

DWIGHT PEPPLE

Fifty years in show business is a long time and Dwight spins many a yarn about his long career. In the telling, he lays claim to a few "firsts," chief one being that he was a member of the first carnival on record, the Frank W. Gaskill Company, later known as the Gaskill-Mundy Carnival.

Dwight's love for the road came early and naturally. His father was a superintendent of schools. As a result, the family lived in various hamlets, towns and cities thruout the country. In fact, Dwight recalls that as a youngster he lived in 16 different towns in Ohio alone.

As a superintendent of schools, his dad's job called for him to do a bit of everything, including the coaching of school plays, operettas, etc. Thus Dwight and his sister, now Mrs. G. E. (Blanche) McCormick, of Los Angeles, received plenty of stage experience early. After all, they were the son and daughter of the superintendent and couldn't refuse roles in the school plays.

As a youngster Dwight tried his hand at almost everything, from being a night clerk in a hotel to acting in home talent plays and with roadshows. It was the night clerking job, incidentally, which gave him the opportunity to meet traveling showfolks and was directly responsible for him joining the first carnival.

Pioneers Carnival

While working as a night clerk in a hotel in Canton, O. (he took that job after being stranded in the town when the roadshow he was with folded), for Frank Gaskill, Dwight helped pioneer the first carnival.

"The Elks in Canton decided to stage a street fair," Dwight recalled, "and Gaskill was a member of the committee to arrange it. While working on the committee, Gaskill figured if the Canton Elks wanted to stage a street fair, lodges in other cities might be interested in doing the same. So he organized the Frank W. Gaskill Carnival Company, which boasted all shows but no rides or concessions. Gaskill hired Dwight and another hotel

(See PEPPLE HAS MISSED, page 49)

Skating Vanities Play to Quebec, Montreal Sellouts

MONTREAL, Sept. 18.—Fresh from a record-shattering stand at the Exposition Provinciale in Quebec City, *Skating Vanities of 1949* played to capacity audiences at the Forum here Wednesday (15) and Thursday, with advance sale indicating sellout houses for the remainder of the week.

Final tabulation of the Quebec City stand was not available but Emery Boucher, exposition manager, announced the gross was "in excess of $80,000."

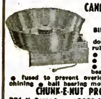
The show opened here with an advance of $25,000, unusually large for this city.

Vanities closes here Sunday (19) and then moves into the Chicago Stadium Wednesday (22) for a five-night engagement.

RARE OPPORTUNITY
FOR QUICK DISPOSAL
Really Sacrifice Prices
43 LUSSE SCOOTER CARS
1 CHAIR-O-PLANE
1 LINDY LOOP
We will operate them for your test approval for the next 10 days. All in perfect condition. We are replacing them with new rides.
● Act at Once ●
PALISADES
AMUSEMENT PARK
Palisade, N. J. Cliffside 6-1000

ASTRO FORECASTS
All Readings Complete for 1948
Crystal Balls: Imported
On hand in three sizes, 2¾; 3 inch; 3 3/10; 4 3/16. Write for prices.
Single Sheets, 8½x14, Typewritten. Per M..$8.00
4-p. Goldfish Pamphlet, 8½x11. 12 Signs. Any Quantity. Each ....1½¢
"WHAT IS WRITTEN IN THE STARS." Folding Booklet, 12 P., 3x5. Contains all 12 Analyses. Very Well Written, $5.00 per 100; Sample 10¢
FORECAST AND ANALYSIS, 10-p., Fancy Covers. Ea. .... 8¢
Sample of each of the above 4 items for.... 25¢
No. 1 45 Pages. Assorted Color Covers ..... 80¢
NEW DREAM BOOK
180 Pages, 2 Sets Numbers, Clearing and Policy. 120 Dreams. Bound in Heavy Gold Paper Covers, Good Quality Paper. Sample ..... 20¢
HOW TO WIN AT ANY KIND OF SPECULATION, 24-p. Well Bound, 8¼x11 ... 28¢
PACK OF 78 EGYPTIAN F. T. CARDS. Answers All Questions, Lucky Numbers, etc. 80¢
Signs Cards, Illustrated. Pack of 88 ...... 15¢
Graphology Charts, 9x17. Sam. 5¢. Per 100 $7.80
MENTAL TELEPATHY. Booklet 21 P. .....25¢
Shipments Made to Your Customers Under Your Label. No checks accepted. C. O. D. 25% Deposit. Our name or ads do not appear in any merchandise. Samples postpaid prices. Orders are P.P. Extra.
SIMMONS & CO.
19 West Jackson Blvd. CHICAGO 4, ILL.
Send for Wholesale Prices

New ELECTRIC CORN POPPER
PROFITS GALORE! $5 to $50 daily earnings!
Get in the BIG PROFIT popcorn business with this popper — does work of $500 machine. Can pay for itself in a few days because of its low price. FULLY GUARANTEED. New Gray Metallic finish; gleaming nickel trim; electric lighted; beautifully decorated with multi-colored popcorn signs. Uses less current—AC or DC, any cycle, connect anywhere. 17"x17"x26" high. Wt. 30 lbs.
SALESMEN, WRITE FOR PROPOSITION.
EXCEL MFG. CORPORATION
Dept. B-9-2548 Muncie, Indiana



MIDWAY MARVEL
CANDY FLOSS MACHINE
$275.00
Slightly higher west of Rockies.
double spinnerhead ● rubber shock mounted ● 26 in. aluminum pan ● pilot light indicator ● shaft rotates on ball bearings ● dust cover ● fused to prevent overload ● accurate machining ● ball bearing motor.
CHUNK-E-NUT PRODUCTS CO.
231 N. Second Street Philadelphia 6, Pa.
2008-14 Smallman St. Pittsburgh 1, Pa.
1261-63 E. Sixth St. Los Angeles 21, Calif.

NEW SARATOGA KETTLE POPPER
ALL ALUMINUM
Meets all State health requirements. 12-qt. capacity of ⅛" aluminum.
$20.00 Each.
Terms: 25% with order, balance on delivery, F. O. B. Toledo.
Concession Supply Co.
3816 Secor Road
Toledo 6, Ohio

Milw. Coliseum Being Readied As Ice Palace

MILWAUKEE, Sept. 18. — Construction crews are at work on an addition to the Coliseum at State Fair Park here, converting it into a winter sports arena. The work is expected to be completed within a month.

A modern lobby with box offices, dressing rooms and refreshment facilities is being built at the east end of the building. The seating arrangement will be modernized to give it a capacity of 4,500 as compared with the present 3,000. Facilities for an 80 by 180 ice rink will be installed.

The building is under a six-month lease to a recently formed organization named "Coliseum, Inc." The lease includes an option for a similar period each year for the next five years. Two Milwaukee brothers, Emery and Calvin Gilbert, are vice-president and president, respectively, of Coliseum, Inc. They have been connected with the *Holiday on Ice* show for several years and plan to give Milwaukee its first organized hockey team in 25 years, an entry in the International Amateur Hockey League.

When no hockey games are skedded, the rink will be used for high school or college hockey games, but it also will be available for skating parties. The ops say the use of the building for hockey will not interfere with its use for other events. While permanent ice equipment will be installed, the floor will be removable and the building again will be available for horse shows and stock judging.

Cortland, N. Y., Inks Wirth Show for 1949

NEW YORK, Sept. 18. — Frank Wirth, head of the booking office bearing his name, last week announced that he had been granted the contract to supply 1949 grandstand attractions at Cortland (N. Y.) Fair upon conclusion of this year's annual Saturday (4). Harry B. Tanner, general manager, acted for the fair.

Wirth's *Make Mine America* revue was featured at this year's fair, in addition to five production numbers. Acts appearing included Danny Show, emsee; Salici's Puppets; Bobby May, juggler; John Panter Singers; Ben Dova, the Old Lamplighter; St. Leon Troupe, acrobats; Harry Foster Welch, Popeye, the Sailor; Gautier's Bricklayers; Rudynoff's Horses; Don Henry Trio, harmonica; the Glens, hand balancing; Homer and Holly, dance team, and the Spring Garden Band.

A new 75 by 50-foot stage was constructed for the show.

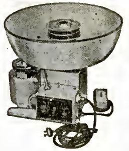
The Wirth show at Cattaraugus County Fair, Little Valley, N. Y., featured the revue *In the Chips*, with the Herzog Sisters, aerialists; Danny Dennis, Phil's Riding School, Patterson's Ford and the Spring Garden Band.

At Stoneboro (Pa.) Fair, Wirth presented Dick Clemens's trained wild animals, Phil's Riding School, the Mercedes Sisters, Ebony Trio, and Maybelle Miller, aerialist.

St. Louis Popcorn-Peanut Firm Has 75th Anniversary

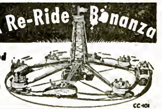
ST. LOUIS, Sept. 18.—The Prunty Seed & Grain Company, a leading popcorn and peanut supply firm specializing in servicing outdoor show business, recently observed the 75th anniversary of its founding.

The company occupies 66,000 square feet of space at 620 North Second Street. Francis H. Barnage is president, Frank O. Bauer Jr., vice-president, and Edward Barnage, secretary-treasurer.

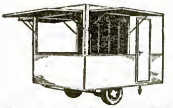


MAKE $100,00 A DAY ON CANDY FLOSS
This is the SUPER WIZARD you hear so much about and see so many places. The most profitable and fastest money maker of all times. Be your own boss — send us your order NOW. FREE parts given with each machine.
Electric Candy Floss Machine Co.
202 Twelfth Ave., So. Nashville 4, Tenn.

The TILT-A-WHIRL Ride
POPULAR ON ALL MIDWAYS
Flashy—Reliable—Money Getter
Write, Wire or Phone for Particulars
SELLNER MFG. CO. Faribault, Minnesota



C-CRUISE... A Re-Ride Bonanza
★ Super-Safe ★ No Experienced Help Needed
★ Fun For All Ages ★ Indoor or Outdoor
★ Self Loading ★ Self Unloading
EASY TO FILL UP...OPERATE...SET UP AND TRANSPORT!
C-Cruise can be set up to suit your customers
Write for details
C-CRUISE CORP. Seventh and Murlark Avenue, West Salem, Oregon



CONCESSION TRAILERS
This sturdy Trailer has masonite body 10 ft. long, 88 inches wide. Full price, $490.00 plus tax. Immediate delivery. Write for catalog showing 35 new models.
KING AMUSEMENT CO. 82 Orchard St. Mt. Clemens, Mich.

TICKETS PRINTED TO YOUR ORDER 100,000—$24.70
ROLL — FOLDED — CASH WITH ORDER — SAVE
Minimum Order Each Wording: Price of Color 10,000 Tickets.
DALY TICKET CO. COLLINSVILLE, ILL.
10,000 .... $8.50
Each Additional 10,000, Same Order 1.80
Price Change 3.00
Color Change .... .60

OCTOPUS ROLLOPLANE FLY-O-PLANE
World's Most Popular Rides
EYERLY AIRCRAFT CO., Inc., Manufacturers, Salem, Ore.

SMITH & SMITH
RIDES FOR CARNIVALS AND PARKS
Makers of Chairplane, Kiddie Airplane Swing, Kiddie Chairplane, Ocean Wave.
Write, wire, phone for catalogue, price, delivery date.
SMITH & SMITH, Springville, N. Y.

Snow Cones ★ Popcorn ★ Candy Floss ★ Candy Apples
Our 1948 Catalogue has been mailed to everyone on our mailing list. If you have not received your copy, write for it today. The new 58-page catalogue lists all the equipment and supplies you need for the above Concessions, in addition to many other items. Be sure you line up with Gold Medal this year for the fastest service in the business.
GOLD MEDAL PRODUCTS CO.
318 E. THIRD STREET CINCINNATI 2, OHIO

Used Everywhere for Over 30 Years
ROLL TICKETS
PRINTED TO YOUR ORDER
Keystone Ticket Co. DEPT. B SHAMOKIN, PA.
Send Cash with Order. Stock Tickets, $20.00 per 100,000.
100,000 $25.00
10,000 ......$ 8.50
20,000 ...... 10.25
50,000 ...... 15.75

FTC Charges 33 Ticket Mfrs. of Fixing Prices

WASHINGTON, Sept. 18. — The Federal Trade Commission (FTC) Friday (17) ordered 33 manufacturers and six trade associations to cease and desist from an alleged unlawful combination to fix prices and eliminate competition in the manufacture and sale of various types of amusement and transportation tickets, including tickets and coupons used in the operation of fairs, carnivals, races, horse and dog shows, games, swimming pools and bath houses.

FTC charged that the manufacturers agreed upon "identical and uniform prices, discounts, surcharges, and extra charges" to be used in the sale of the various types of tickets. FTC alleged that the manufacturers adopted an "open price-filing plan" and formulated a "code of symbols." According to FTC, the "open price-filing plan," together with the "code of symbols," permitted the manufacturers to detect deviations from announced prices.

The commission's latest action is a follow-up of a complaint issued by the FTC several months ago. According to FTC, the manufacturers periodically prepared and adopted "guides of fair value," which were used to designate specific charges to be made for each item "of variation where the size, printed matter or other characteristics of 'tailor-made' or 'special-made' tickets deviated from that of the standard tickets." FTC stated further that the products were also standardized by size, color, style, weight and quality of paper, and that six associations were organized by the manufacturers and acted as "clearing houses or central agencies" to "effectuate the conspiracy."

Trade associations named in the FTC order are Association of Coupon Book Manufacturers, Amusement Ticket Manufacturers' Association, Restaurant Check Manufacturers' Association, Clothing Ticket Manufacturers' Association, Transit Ticket Manufacturers' Association and Licensed Railroad Ticket Manufacturers' Association, all of 369 Lexington Avenue, New York. The order is also directed against Gooch & Company, of the same address, a co-partnership composed of Joseph Gooch Jr. and Edith A. Gooch.

The following manufacturers were named in the FTC order:

Globe Ticket Co., and Allen-Lana & Scott, both of Philadelphia; International Ticket Co., Newark, N. J.; Keller Printing Co., Areus-Simplex Ticket Co., Inc., Elliott Ticket Co., Whitney Duplicating Check Co., all of New York; Poole Bros., Inc., Ansell-Simplex Ticket Co., Inc., Arcus Ticket Co., Inc., Rand McNally & Co., Stromberg Allen & Co., and Hedstrom-Barry Co., all of Chicago; Toledo Ticket Co., Toledo; McGill-Warner Co., and National Checking Co., both of St. Paul; Hancock Bros., San Francisco, and Dillingham Printing Co., Inc., Los Angeles.

Also Specialty Printing Co., Rochester, N. Y.; National Ticket Co., Shamokin, Pa.; Southwest Tablet Manufacturing Co., Dallas; Premier-Southern Ticket Co., Inc., and A. H. Pugh Printing Co., both of Cincinnati; Universal Checking System, Inc., West New York, N. J.; Gibbs-Inman Co., Louisville; Rand Avery-Gordon Taylor, Inc., Boston; Southern Coupon Co., Southern Birmingham; Baltimore Ticket Printing & Envelope Co., Baltimore; Frank McCaffrey, trading as Frank McCaffrey's Acme Press, Seattle; Buxton & Skinner Printing & Stationery Co., and Con P. Curran Printing Co., both of St. Louis; Allison Coupon Co., Indianapolis, and Weldon, Williams & Lick, Inc., Fort Smith, Ark.

FTC pointed out that a complaint against Dasco-Lockstub Corporation, New York, was dismissed on the basis of information that the original owner was deceased and the company no longer operated. FTC also dismissed complaints against American Ticket Corporation, Chicago, and Jack's Letter Service, Inc. The commission made no findings in the case of American Ticket Corporation, explaining the record presented no basis for findings.

Dworman Pays ¼ Million $$ For Coney Site

NEW YORK, Sept. 18.—Ravenhall property, consisting of a large park and bathing pool skirted with concessions stretching from the Boardwalk to Surf Avenue and from West 19th to West 21st streets, recently reported sold by the owner, Max Goldberg, to Morris Goldberg (no relation), really remains in possession of the present tenant, Irving Dworman, who by executing an option he had under the terms of a lease having 38 years more to go, bought the site himself.

The deal, Dworman said, represented a quarter of a million dollars.

Firemen Rescue "Victims" Caught Atop C&W Wheel

READING, Pa., Sept. 18.—Something new in the way of a thrill was added to the conventional ride on the midway Ferris Wheel when firemen were called out Thursday (16) night to rescue 24 passengers caught up in the air when a drive belt broke on one of Cetlin & Wilson's big wheels on the midway of the Reading Fair.

Unable to get the Ferris Wheel moving, carnival employees called on the fire department, which responded with a hook and ladder truck, which ran up an extension ladder, from the top of which gallant firemen plucked the embarrassed victims from their airy perches while the amused crowd—on the ground—cheered ironically.

Stunt Rider Dies In Truck Crash

TORONTO, Sept. 18.—John J. Petty, 27-year-old Motordrome stunt rider of Fall River, Mass., was killed in a truck smash-up near here Thursday (16).

Petty had been appearing with his Motordrome at the Canadian National Exhibition and was en route to his next stand when the truck he was driving crashed into a tree on a sharp curve.

The truck carried Petty's equipment, including a lion used in the drome, and two passengers, James Ruffin, of Newport News, and Madison Cook of South Carolina, neither of whom was injured.

Victor Re-Enters Outdoor Showbiz

NEW YORK, Sept. 18.—James F. Victor, director and producer, who has been missing from the fair field since 1944, resumes activities in that business soon.

During the war Victor and his band units played USO, Camp and Hospital shows. In 1947 and 1948 Victor produced *Ice Frolics* and the *Hollywood Varieties*, on tour.

Victor's 1949 version of the *Varieties* is now in rehearsal and will take to the road in November, according to Arthur Darling, who is handling publicity and advance. The company will travel in busses and the show will carry new lighting, costumes and stage equipment.

Dell Brooks in Double Win At Williams, Ariz., Rodeo

WILLIAMS, Ariz., Sept. 18.—Dell Brooks set the pace for the 76 entrants in the three-day rodeo here over Labor Day week-end as he won both the bareback bronk and wild horse riding events. Winners were:

Bulldogging—Bill Harer, first; Dell Brooks, second; Alton Covery, third.

Bull Riding—Charley Joy, first; Sid DeSpain, second; Dell Brooks, third.

Team Tying: Bud Nichols, and Bud Pendergast, tied for first; Clarence Balcolm and Joe Schell, Coolidge, tied for third; Bud Nichols and Fred Lambert, tied fourth.

Saddle Bronk Riding—Harry Lund, first; Curley Kelly, second; Bob Elliott, third.

Wild Horse Riding—Dell Brooks, first; Lige Holt, second; Joe Joy, Prescott, third.

Bareback Bronk Riding—Dell Brooks, first; Arnold Jones, second; Bob Killman, third.

Calf Roping—Oacer Welle, first; Charlie Metli, second; Suck Nichols, third.

Carthage Runs Ahead of 1947 Record Counts

CINCINNATI, Sept. 18.—Running well ahead of its record marks of last year, the 94th annual Greater Cincinnati Carthage Fair was virtually assured of new all-time highs in attendance as it went into its final day of a four-day run today.

Perfect weather thruout helped send box-office counts soaring and proved a pleasant respite from the comparatively humid weather which prevailed on most of the days the fair operated in 1947. Wednesday (15) opening attracted a record 18,000, while Thursday (16) the turnstiles handled over 20,000 patrons, nearly 3,000 more than were on hand on the same day last year. Wednesday's mark eclipsed last year's turnout by over 2,000.

Altho final computation has not been made on Friday (17) business, officials reported that the count would exceed last year's record of 20,000. Friday, with hundreds of children taking advantage of a free gate, started out early a huge winner and clear and cool weather at night added impetus to the big gate.

With the final day breaking clear and warm, only a complete reversal in the elements can keep the annual event from setting up new all-time highs, officials said. A group of 100 members of the Cincinnati Exchange Club occupied boxes Wednesday night (15), a turnout arranged to honor Myers Y. Cooper, former governor of Ohio, and president of the National Exchange Club and the fair.

Midway rides, provided by the F. E. Gooding Amusement Company, reported good business thruout the first three days. Fair officials said that the demand for exhibit space exceeded last year's record requests. A day after the fair opened city officials made known their plans for enforcement of the city's admission tax ordinance against the fair. A demand on the county commissioners was made because the county owns the fairgrounds. Dr. C. R. Campbell, a commissioner and member of fair board, conferred with City Treasurer George Schiele and made arrangements for payment of the tax. Until September 30, 1947, the State collected such taxes but exempted county fairs. The city, as of last October 1, enacted a taxing ordinance, which does not exclude fairs.

STORM LAKE, Ia., Sept. 18.—With ideal weather prevailing, Al G. Kelly-Miller Bros. played to two capacity houses here.

Advertising in the Billboard Since 1905

ROLL OR FOLDED TICKETS DAY & NIGHT SERVICE SPECIALLY PRINTED

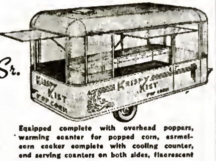
CASH WITH ORDER PRICES --- 10M, $10.00 --- ADDITIONAL 10M's AT SAME ORDER, $2.00

Above price for any wording desired. For each change of wording and color add $3.75. For change of color only, add 75c. No order for less than 10,000 tickets of a kind or color.

STOCK ROLL TICKETS
1 ROLL..............$1.00
5 ROLLS......@......75c
10 ROLLS......@......60c

WELDON, WILLIAMS & LICK
FORT SMITH, ARKANSAS

Tickets Subject to Fed. Tax Must Show Name of Place, Established price, Tax and Total, Must be Consecutively Numbered from 1 up or from your Last Number



Crystal Coach Sr.

1948 MODEL

- Large Size—7½ feet wide by 12 feet long
- All Windows of Plexiglass
- Beautiful Streamlined Design
- Balanced Weight — Easy To Handle
- Completely Equipped

Equipped complete with overhead poppers, warming counter for popped corn, caramel-corn cooker complete with cooling counter, and serving counters on both sides, fluorescent lighting, exhaust fan, etc.

Price, $2,631. Plus Tax.

Available through Blevins Popcorn Co. or Write Dept. B.

The Calumet Coach Co. 11575 S. WABASH AVE. CHICAGO 28, ILL.

HEADQUARTERS FOR WORLD FAMOUS CONCESSION EQUIPMENT AND SUPPLIES

BLEVINS POPCORN CO.

Popcorn Village
Nashville, Tenn.

Popcorn Square
Arcanum, Ohio

650 Murphy Ave.,
S.W., Atlanta, Ga.

VOLTAGE BOOSTER

Pays for itself in one day's operation! Will handle 1500-watt load. Operates on 115 volt, AC circuit with a 10% or 20% boost. Simple to operate, neat and compact. Weight, 18 lbs. Use them on your candy machines, popcorn machines, amusement machines, movie projectors, lighting equipment, etc. It has many uses. It is low priced and efficient. $15.00 each. $5.00 deposit on C. O. D.'s. Write if this does not cover your application.

W. R. DORSETT
Route 6, Macon, Ga.

WIRE AND CABLE FOR CIRCUS AND CARNIVAL

Three Wire #8 Type S, 600 V, extra flexible, 131 strand rubber cable in 150 ft. lengths on tubular steel reels with 60 amp Crouse Hinds Arktite Connectors both ends, plus extra matching connector for wall or cable mounting. New. Made by Roms Wire Corp. Can be buried in ground for temporary use. Cost $246.00 each. OUR PRICE, ONLY $39.50. 9,000 ft. on hand for immediate delivery. Weight, 117 lbs.

W. R. DORSETT
ROUTE 6, MACON, GA.

Pepple Has Missed Few Roles, Whistle Stops in 50-Yr. Career

(Continued from page 46)

employee as assistant treasurer and treasurer, respectively.

Joins Bostock-Leavitt

Four weeks later Frank C. Bostock, who had the animal show at Coney Island, New York, and Vic Leavitt, visited the Gaskill shows. They had heard about the show's success and decided to look it over. They liked what they saw and hired Dwight. The Bostock-Leavitt combine carried 18 shows and one ride, a Venetian Gondola which Bostock brought over from England, but no concessions. Leavitt and Pepple decided, however, that a concession would go big, so they started making Coney Island Crisp, something similar to the present-day carmel corn.

Dwight stayed with the Bostock Shows until late October, 1898, and then went back to stage work, doing everything from a bit of general agenting to selling collar buttons on a Cincinnati street.

It was in 1910 that Dwight really got his start in outdoor show business. That was when he organized a show called the Colonial Minstrel Maids. He borrowed money from a friend to launch the show and secured a contract to play Ohio parks. During that first summer he ironed the kinks out of it, and the following two years the show was booked by the Gus Sun Circuit.

Heads for Chicago

After two years Dwight decided to hire a manager for the unit and he hit for Chicago where he opened an office at 35 South Dearborn Street and was definitely in the producing business. His first office, he recalls, was a desk in the office of Minnie Palmer, mother of the now famous Four Marx Brothers, who was a booker.

From that small start, Dwight's business grew until he had various vaudeville acts on the road in addition to tabloids. From Dearborn Street he moved his offices to the Majestic Theater Building, then to the Woods Building. In the meantime he had branched into the general booking business. He had eight employees, one of whom was George Flint, now sales representative for the Boyle Woolfolk Agency, Chicago, who handled the dramatic division.

Booked Mae West

Dwight reports he had contracts with the Winter Garden, Green Mill and Cadillac Hotel for cabaret acts, in addition to 14 vaudeville stage acts. He lays claim to being the first to produce a jazz band act on the stage, featuring Mae West as its star. He recalls, too, hiring the Duncan Sisters at $75 per week as one of his big acts.

"Then came prohibition," Dwight says, "and I lost the night clubs and decided to quit show business. I went into a commercial business for nine months, but was back again in show business at the end of that time."

Dwight's return to show business was in the form of owning the Ohio franchise for the Atlantic City bathing beauty contest and that started him in the promotion business. In 1929-'30 he had the franchise for Ohio, Indiana, Michigan and Pennsylvania for the International Beauty Pageant that was held in Galveston, Tex., to select Miss Universe.

Turns to Circus

It was in 1931 that Dwight turned toward the circus field by organizing the Greater Pepple Attractions in Ohio. He booked circus acts into cities in a tie-up with local merchants. After one year of that, he joined Milt Holland, indoor circus promoter and uncle of Irving J. Polack, co-owner of Polack Bros.' Circus and Dwight's boss today. Polack at that time was Holland's partner and also general agent of the show.

Dwight stayed with the job for a year but the next summer was back working his own promotions. A year later found Polack and Louis Stern starting the Eastern States Circus, which later developed into the Western States Circus and eventually into Polack Bros.

Polack persuaded Dwight to join his org as promoter. A year later he became special agent. Dwight had made himself well known in the circus field by that time and after one year as Polack's special agent, he moved over to Russell Bros. to book that show in and around Chicago under auspices. He stayed with the Russell org thru 1939, the last year as general agent.

Rejoins Polack

He rejoined the Polack org in 1940 as special agent but a short time later was named general agent, the job he holds today.

In the short space of eight years, Dwight has seen the Polack show grow from a small unit of a few acts to a top-flight indoor circus, now boasting two separate units.

1949 SNO-MASTERS
The only Automatic Sno-Cone, Sno-Ball and Ice-Shaving Machine on the market.
Write for details and literature.
SNO-MASTER MFG. CO.
124 Hopkins Place (Dept. B)
Baltimore 1, Maryland
DISTRIBUTORS WANTED

Braly Org Feature At Owensboro Fair

OWENSBORO, Ky., Sept. 18.—The E. R. Braly Circus featured the grandstand show at the first Davies County Fair here September 8-11, sponsored by the Davets, local veterans' organization.

The Braly show moved from here to Fayetteville, Tenn., then to Florence, Ala., and will close at Lawrenceburg, Tenn., October 2.

Line-up of acts here included Princess White Cloud, Hammond organ; Spot o' Gold, presented by Lillian Kitchens; Sandy McTavish, table rock; six-horse spotted Liberty act, worked by Si Perry; the Sherman Brothers, clowns; Dick and Pauline, roly-poly; gold nugget, worked by Josh Kitchens; Earl Wright's wonder dogs; Lillian Kitchens and her horse, Prince Charming; the Heerdinks, horizontal bars; Miguelte, comedy roly-poly; Josh and Lillian Kitchens, monkeys and chimpanzees; Don Pedro, tight wire; the Roscoe Armstrong Trio, with the funny Ford; Lillian Kitchen's mule drill; the Gasca Troupe, rolling globes; Freddie Valentine, flying act, and the Great Fussner, spiral globe.

Tommy Thompson was sound engineer and stage director and George Marquis was announcer.

---

13 Injured When Minnie Train Upsets at York, Pa.

YORK, Pa., Sept. 18.—Thirteen children were slightly injured when a miniature railway train overturned Wednesday afternoon (15) on the Endy Bros. midway at York Interstate Fair.

Most of the kiddies suffered only minor cuts and bruises and were discharged after treatment at the fairgrounds's first-aid station.

SLA Slates Chi Banquet and Ball Dec. 1 at Sherman

CHICAGO, Sept. 18.—The 36th annual banquet and ball, under auspices of the Showmen's League of America, will be held here Wednesday, December 1, in the Grand Ballroom of the Sherman Hotel, it was announced today by Art Briese and Al Sweeney, co-chairmen.

Committees for the affair, which is returning to the Hotel Sherman this year, are:

Tickets and reservations — Leo Overland. Press—Herb Dotten, chairman; Nat Green, Robert E. Hickey, Johnny Kline, Frank B. Joerling, Roger S. Littleford Jr., Herb Pickard, Sam R. Stratton, Leonard Traube and Gaylord White. Entertainment—Edgar I. Schooley, chairman; Jack Benjamin, Jack Duffield, George Flint, Sam J. Levy, Rube Liebman, Maurice Ohren, David P. O'Malley, Tommy Sacco, Jimmy Stanton, Toby Wells, Ernie Young and Charlie Zemater. Eastern committee—David B. Endy and James E. Strates. Reception—William Carsky, chairman; Max B. Brantman, Murray Goldberg, Maxia Herman, George W. Johnson, Bernia Mendelson, Harry Ross, J. C. (Tommy) Thomas, Ned E. Torti and Sam L. Ward. Program and directory—John Lempart.

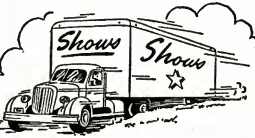
First regular meeting of the leagua will be Thursday, October 7.

A. C. Tax Report Indicates Boff Biz

ATLANTIC CITY, Sept. 18.—Regardless of some pessimistic reports made on the state of business at the resort this season, 'he fact remains that as far as Allen Wiesenthal, luxury tax administrator, is concerned, business has been better than ever.

Wiesenthal reported that the July tax on amusements, liquor, hotel rooms and cigarettes, indices of business here, amounted to $285,190.47. This amount, he said, represents an increase of about 6 per cent over luxury tax collections for July of last year.

BERMAN
TRAILERS — TRUCKS — GENERATORS
carry the load!



AVAILABLE
Now for Immediate Delivery—A full and complete line of New and Used Trucks and Trailers. We can arrange convenient payment terms for you.
BERMAN *Sales Co.*
PHONE 52 PENNSBURG, PA.

FLYING SCOOTERS
QUEEN OF THE FLYING RIDES
With 1948 Streamlined Cars
EIGHT CAR PORTABLE RIDE • STATIONARY & ELEVATED PARK RIDE • NEW JET KIDDIE RIDE
BISCH-ROCCO AMUSEMENT COMPANY
5441 S. COTTAGE GROVE CHICAGO 15, ILL.

STOCK TICKETS
One Roll .....$ 1.00
Five Rolls 4.00
Ten Rolls 8.00
Fifty Rolls 20.00
100 Rolls 38.00
ROLLS 2,000 EACH
Double Coupons, Double Prices.
No C. O. D. Orders.
Size: Single Tkt. 1x2".

He that hoards money takes pains from other men.
We manufacture TICKETS Of every description
THE TOLEDO TICKET COMPANY
114-118 Erie, Toledo (Ticket City) 2, O.

Roll or Machine
SPECIAL PRINTED
Cash With Order. Prices:
2,000 ...$ 6.80
4,000 ... 7.65
6,000 ... 8.50
8,000 ... 9.35
10,000 ... 10.20
30,000 ... 14.80
50,000 ... 18.00
100,000 ... 30.00
500,000 ... 118.00
1,000,000 ... 228.00
Double coupons, double prices.

3000 BINGO

No. 1 Cards, heavy white, black back, 5½x7¼. No duplicate cards. These sets complete with Calling Numbers, Tally Card, 35 cards, $3.50; 50 cards, $4; 75 cards, $4.50; 100 cards $8.50. All cards from 100 to 3000 @ $5 per 100. Fibre Calling Numbers, 50¢; Wood Calling Numbers, $1; Printed Tally Card, 15¢. Colored Heavy Cards, #3, same weight as #1 in Green, Red, Yellow @ $6 per 100. DOUBLE CARDS. No. 1 size. 5¼x14¼ 10¢ each.

3000 KENO

Made in 30 sets of 100 cards each. Played in 3 rows across the cards, not up and down. Light weight cards. Per set of 100 cards, tally card, calling markers, $3.50.

LIGHT WEIGHT BINGO CARDS

White, Green, Yellow, Black on White, postal card thickness. Can be retained or discarded. 3,000, size 5x7, per 100, $1.25. In lots of 1,000, $1 per 100. Calling markers, extra, 50¢.

Ping-Pong Balls, printed 2 sides $30.00
Replacements, Numbered Balls. Ea. .... .88
3,000 Jack Pot Slips (strips of 7 numbers), per 1,000 .... 1.25
M. W. Cards, 5x7, White, Green, Red, Yellow, per 100 .... 2.00
3,000 Small Thin "Brownie" Bingo Sheets, 5 colors, loose only, no pads. Size 4-5. M 1.50
3,000 Featherweight Bingo Sheets, large size 5½x3; 5 colors; loose, no pads. M 1.75
Adv. Display Posters, size 24x36. Each .10
Cardboard Strip Markers, 10 M for ... .75
Rubber Covered Wire Cable, with Chute, Wood Ball Markers, Master Board; 3 piece layout for 18.00
Thin Transp. Plastic Markers, Brn., ½ M 1.00
Red or Green Plastic Markers. ¼, Square, Round or Scalloped, $2.50 M; ⅝ the Size ....$2.00 M

All above prices are transportation extra. Catalog and sample cards free. No personal checks accepted. Immediate delivery.

J. M. SIMMONS & CO.
19 W. JACKSON BLVD., Chicago 4, Illinois

Kernel Prunty Says:

"Keep your good humor during those rush periods" by using

RUSH HOUR POPCORN

And When in Need of the Following Write Me.

JUMBO PEANUTS (Raw or Roasted)
PEANUT ROASTERS (With Warmer)

STAR POPCORN MACHINES, OILS, CARTONS, CONES, BAGS, ETC.

Price list of full line of supplies sent upon request.

PRUNTY SEED & GRAIN CO.
—Popcorn Processors—
620 North 2nd St. St. Louis 2, Mo.
—In Our 74th Year—

BOOMERANG

1948 MODEL INCLUDES MANY NEW INNOVATIONS INTRODUCED AT CONEY ISLAND 1947

WRITE FOR CATALOG ETC

U. S. RIDING DEVICES CORP.
HARRY WITT
288 Junius St., Brooklyn, N. Y.

ONLY FLOSS MACHINE WITH DIRECT DRIVE SPINNERHEAD MADE TODAY!

MODEL 120

Rubber mounted all the way . . . no belts . . no vibration. To use this machine is to appreciate fine workmanship. Greater production and ease of care and maintenance are available only in this model machine. We originated and manufacture the only "Double Sand" used on most floss machines today at $15.00. Buy model 120 Floss Machine at $275.00. Same price anywhere in the United States. 25% with order, balance on delivery F O B. Toledo.

$275.00

CONCESSION SUPPLY CO.
3818 Secor Rd. Toledo 8, Ohio

SHOOTING GALLERIES

And Supplies for Eastern and Western Type Galleries.
EST. 1827 WRITE FOR CIRCULAR.

H. W. TERPENING
137-139 Marine St. OCEAN PARK, CALIF.

Fair Dates

A list of fairs, with dates one week in advance and arranged according to dates, States and cities, will appear in each issue. The complete List of Fair Dates was published in the issue dated July 31.

September 26-October 2

ALABAMA

Athens—Limestone Co. Colored Fair. Sept. 27-Oct. 2. Maxie Allen.
Attalla—Etowah Co. Fair Assn. Week of Sept. 27. Riley L. Hamby.

ARIZONA

Prescott—Yavapai Co. Fair. Sept. 30-Oct. 3.

ARKANSAS

Bentonville—Benton Co. Fair Assn. Sept. 28-Oct. 1. Arthur Smith.
Clarksville—Johnson Co. Fair Assn. Sept. 27-Oct. 2. Lucile Miller.
Conway—Faulkner Co. Fair. Sept. 29-Oct. 2. Guy H. Jones.
Eldorado—Union Co. Livestock Assn. Sept. 27-Oct. 2. Julius Miller.
Imboden—Lawrence Co. Fair Assn. Sept. 30-Oct. 2. Austin Stovall.
Lonoke—Lonoke Co. Fair. Sept. 30-Oct. 2. J. E. Tull.
Magnolia—Columbia Co. Fair. Last week in Sept. W. L. Jameson Jr.
Marvell—Farmers Community Fair. Sept. 29-Oct. 2. Sam Cooke.
McGehee—Desha Co. Fair Assn. Sept. 27-Oct. 2. A. C. Isch.
Paris—Logan Co. Free Fair Assn. Sept. 27-Oct. 2. Arnold B. Sikes.
Perryville—Perry Co. Fair Assn. Sept. 30-Oct. 2. C. W. Vandervert.
Piggott—Clay Co. Fair Assn. Sept. 30-Oct. 2. James B. Swift.
Siloam Springs—Tri-County Fair. Sept. 29-Oct. 1. Robert Henry.
Waldron—Scott Co. Fair Assn. Sept. 30-Oct. 2. Norman Goodner.

CALIFORNIA

Bakersfield—Kern Co. Fair. Sept. 28-Oct. 2. Lee Clark.
Boonville—Mendocino Co. Fair. Oct. 1-3. H. J. June.
Madera—Madera District Fair. Sept. 30-Oct. 3. J. T. O'Shaughnessy.
Pomona—Los Angeles Co. Fair Assn. Sept. 17-Oct. 3. C. B. Afflerbaugh.
Watsonville—Santa Cruz Co. Fair. Sept. 30-Oct. 3. E. P. Johnson.

COLORADO

Durango—San Juan Basin Fair. Oct. 1-3. Fred Kreager.

CONNECTICUT

Danbury—Durham Fair. Oct. 2-10. John W. Leahy.
Guilford—Guilford Agri. Soc. Sept. 28. Marie E. Griswold.
Harwinton—Harwinton Fair. Oct. 2-3. Merle H. Plaskett, R. F. D. 2, Torrington.
Somers—Union Agrl. Soc. Sept. 28. S. R. Grant, Melrose, Conn.
Stafford Springs—Stafford Fair. Sept. 30-Oct. 3. C. D. Benton.

GEORGIA

Atlanta—Southeastern Fair Assn. Oct. 1-10. Mike Benton.
Conyers—Rockdale Co. Fair. Sept. 27-Oct. 2. A. C. Ellington.
Gainesville—Northeast Ga. Fair Assn. Sept. 27-Oct. 2. H. H. Adderholdt.
Lawrenceville—Gwinnett Co. Fair. Sept. 26-Oct. 2. F. V. Kelly.
Manchester—Tri-County Fair. Sept. 27-Oct. 2. Welby Griffith.
Sparta—Hancock Co. Fair. Sept. 27-Oct. 2. J. David Dyer.
Warrenton—Warren Co. Fair. Sept. 27-Oct. 2. H. H. Pierce Jr.

INDIANA

Bluffton—Bluffton Street Fair. Sept. 28-Oct. 2. Dwight F. Gallivan.

KANSAS

Auburn—Auburn Grange Fair. Oct. 1-2. Mrs. Ina Cellers.
Cottonwood Falls—Chase Co. Fair. Sept. 29-Oct. 2. Ernest McKenzie.
Garden City—Finney Co. Free Fair. Sept. 29-Oct. 1. Herb W. Clotter.
Hillsboro—Marion Co. Fair Assn. Sept. 28-Oct. 1. Arthur H. Penner.
Sedan—Chautauqua Co. Free Fair. Sept. 30-Oct. 2. Carl Ackarman.

KENTUCKY

Burna—Livingston Co Fair Assn. Oct. 1-2. Ophelia Martin, Smithland, Ky.
Grayson—Grayson Co. Fair. Oct. 1-3. John Debord, Grahn, Ky.
Pikeville—Pike Co. Fair Assn. Sept. 30-Oct. 3. Fannie Mae Howell.
Whitley City—McCreary Co. Fair Assn. Last week in Sept. George D. Corder.

LOUISIANA

Alexandria—Rapides Parish Agrl. Fair. Sept. 29-Oct. 2. B. W. Saker.
Coushatta—Red River Parish Fair Assn. Sept. 29-Oct. 2. Lester P. Vetter.
De Ridder—Beauregard Parish Fair Assn. Sept. 28-Oct. 2. O. J. Hood.
Donaldsonville—South La. State Fair Assn. Sept. 30-Oct. 3. Philip M. Sleet.
Jonesboro—Jackson Parish Fair. Sept. 27-Oct. 2. R. C. Pipes.
Monterey—Concordia Parish Fair. Oct. 1-2. R. W. Kemp.
New Iberia—La. Sugar Cane Festival & Fair. Oct. 1-3. Robert Badon.
Winnfield—Winn Parish Fair. Sept. 29-Oct. 2. H. E. Crawford.

MAINE

Acton—York Co. Agrl. Assn. Sept. 30-Oct. 2. W. R. Ayer, Milton Mills, N. H.
Cumberland Center—Cumberland Fair. Sept. 27-Oct. 2. F. C. Wilson, R. D. 5, Portland.
Monmouth—Chochnewagan Fair Assn. Sept. 29-30. C. H. Smith.
North Waterford—World's Fair Assn. Oct. 1-2. Bill Button.
West Cumberland—Cumberland Farmers' Club. Sept. 27-Oct. 2. F. C. Wilson, RFD 5, Portland.

MARYLAND

La Plata—Charles Co. Fair. Sept. 29-Oct. 2. W. Mitchell Diggs.

MASSACHUSETTS

Littleville—Littleville Fair Assn. Oct. 2. Elmer O. Olds, Huntington, Mass.

MICHIGAN

Hillsdale—Hillsdale Co. Agrl. Soc. Sept. 26-Oct. 2. H. B. Kelley.
Kalamazoo—Kalamazoo Co. Agrl. Soc. Sept. 27-Oct. 2. Hartman Kakabaker.
Saline—Saline Community Fair. Sept. 30-Oct. 2. Charles H. Osgood.

MISSISSIPPI

Forest—Scott Co. Colored Fair. Sept. 27-Oct. 2. Ananias Ware.
Kosciusko—Central Miss. Fair & Dairy Show. Sept. 27-Oct. 4. Ray T. Stennett.
Laurel—South Mississippi Fair. Sept. 27-Oct. 2. R. S. Jeffries.

MISSOURI

Jasper—Jasper Free Fair. Sept. 29-Oct. 1. Clinton E. Teeter.
Senath—Legion Dunklin Co. Fair. Sept. 27-Oct. 2. Lyle Richmond.

NEBRASKA

Omaha—Ak-Sar-Ben Livestock Show & Rodeo. Oct. 1-10. J. J. Isaacson.

NEW HAMPSHIRE

Deerfield—Deerfield Fair Assn. Sept. 30-Oct. 2. Etta O'Neal, S. Deerfield.

NEW JERSEY

Trenton—New Jersey State Fair. Sept. 26-Oct. 3. Norman L. Marshall.

NEW MEXICO

Roswell—Eastern N. Mex State Fair. Sept. 28-Oct. 2. E. E. Patterson.

NORTH CAROLINA

Asheboro—Center of N. C. Fair Assn. Week of Sept. 27. W. C. York.
Enfield—Firemen's Agrl. Fair. Sept. 27-Oct. 2. George R. Ivey.

ALLAN HERSCHELL

Park and Carnival Amusement Devices

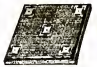
Makers of THE LOOPER, CATERPILLAR, MOON ROCKET, KIDDIE AUTO RIDE, CARROUSELS and other famous riding devices. Order now for early delivery. Free catalog sent on request.

ALLAN HERSCHELL COMPANY, Inc., N. Tonawanda, N. Y.
World's largest manufacturers of amusement rides

SHORT RANGE GALLERY

Ever popular Short Range Shooting Gallery uses paper targets. There are many varieties of them, therefore you can always offer your customers new and interesting propositions. Can be operated with either merchandise or cash prizes. Gallery is instantly ready for operation and can easily be pulled by a passenger car. Write today for catalog of all types of galleries, rifles, ammunition and supplies.

KING AMUSEMENT CO.
82 Orchard St.
Mt. Clemens, Mich.



PENNY PITCH GAMES

Size 48x48" Price $42.50
Size 48x48" With 1 Jack Pot, $50.00
Size 48x48", With 5 Jack Pots, $55.00

PARK SPECIAL WHEELS

30" in Diameter. Beautifully Painted. We carry in stock 12-15-20-24-and-30-number Wheels. Price $27.50

BINGO GAMES

75-Player Complete $6.00
100-Player Complete 8.00

1/3 Deposit on All Orders.

SLACK MFG. CO.
116-122 W Illinois St. CHICAGO, ILL.

Surpasses All Others

The . . . **HI-BALL** Ride is Tops

52 Ft. High • Fast Loading
Ideal for Carnivals • Ideal for Parks
THRILL • FLASH

FRANK HRUBETZ & CO.
SALEM, OREGON

CUT ELECTRICITY COSTS

with a Universal Light Plant. Generate your own electric current at less than city rates. Have all the power you need—wherever you go—with a portable Universal. Reliable, compact—pays for itself in no time. Models for all needs—to handle from 10 to 800 bulbs. Write for FREE Literature!

Universal LIGHTING PLANTS

UNIVERSAL MOTOR COMPANY
426 Universal Drive • Oshkosh Wisconsin

COMPLETE POPPERS SUPPLIES
•
READY-TO-EAT POPCORN PRODUCTS

Excel Poppers

Frozen Custard Machines

CONCESSION TRAILERS

Act at Once—Investigate Today! Write for latest free catalogue.

Frank Thomas

GENERAL EQUIPMENT SALES, INC.
514-524 South West Street
Indianapolis 2, Indiana

NOTICE, CONCESSIONAIRES

NEW MODEL BERT'S AUTOMATIC ICE SHAVING MACHINE for Snow Cones now available. Entirely automatic, with push-button control. Machine delivers clean, fine snow in a hurry. This money maker will be demonstrated for you at Cotton Bowl Roller Rink, Fair Park Dallas. If you can't call write or wire

BERT'S SNOW CONE MACHINES
FAIR PARK DALLAS, TEXAS
We also handle Snow Supplies.

TENTS SHOW CANVAS

CARNIVAL, CONCESSION, CIRCUS

Prompt delivery any type tents to order.

Tents of Royal Blue, Forest Green and Khaki Dyed or Flameproofed. Red, Blue and Orange for trim.

Write Today

Hoopers Flameproofing Compound

"SID" T. JESSOP GEO. W. JOHNSON

UNITED STATES TENT & AWNING CO.
2315-21 W. Huron CHICAGO 12
Chicago's Big Tent House Since 1870

THE MAKERS OF...
Quality Show Canvas

Flameproofed Canvas in All Colors

Guaranteed to pass all Underwriter's Laboratories, Inc., tests

●

Show, Concession and Exhibit Tents, Horse Troughs, Casting Nets, Ring Mats, Canopies and Marquees built to your specifications.

Arthur E. Campfield inc.
145 W. 54th STREET NEW YORK 19, N. Y.
Phone: Plaza 7-8039
WILLIAM MITCHELL • ARTHUR E. CAMPFIELD • HENRY NEIL
Vice Pres. Gen. Mgr. • President • Secretary-Treasurer

"AMERICA'S FINEST SHOW CANVAS"

12x16 GABLE END CONCESSION TENT, 5' AWNINGS, CORNERS ON 4 SIDES. GREEN FLAMEPROOFED.

IMMEDIATE DELIVERY!

Tents—Side Show Banners

The Best Flameproofed Fabric Available.
- Forest Green
- Royal Blue
- Orange
- Khaki

BERNIE MENDELSON—CHARLES DRIVER

O. Henry Tent & Awning Co.
4862 N. CLARK ST. CHICAGO 40

● SHOW TENTS

CENTRAL ● Canvas Company

NEW ADDRESS 518 E. 18th St., Kansas City 8, Mo.
HARRY SOMMERVILLE

D. M. KERR MFG. CO.
TENTS
1954 W. GRAND AVENUE
CHICAGO 22, ILLINOIS

CHEVROLET TRUCKS
For Showmen Only
Immediate Delivery — Some Models.
Special General Motors Financing for Showman.
TRUCKS — TRAILERS — BODIES
Standard Chevrolet Co.
EAST ST. LOUIS, ILL.

Fayetteville—Jr. C. of C. Cumberland Co. Fair. Sept. 27-Oct. 2. P. W. Haigh Jr.
Oxford—Granville Co. Fair. Sept. 27-Oct. 2. Thompson & Rumley.
Rocky Mount—Rocky Mount Fair. Sept. 27-Oct. 2. Mrs. Norman Y. Chambliss.
Sanford—Lee Co. Fair. Sept. 27-Oct. 2.
Statesville—Irdell Co. Agrl. Fair. Sept. 27-Oct. 2. C. S. Alexander.

OHIO

Attica—Attica Fair. Sept. 28-Oct. 1. Carl B. Carpenter.
Carrollton—Carroll Co. Agrl. Soc. Sept. 29-Oct. 2. Leonard George, Harlem Springs.
Hamilton—Butler Co. Agrl. Soc. Sept. 28-Oct. 1. Barton Truster, Seven Mile, Ohio.
Kenton—Hardin Co. Agrl. Soc. Sept. 28-Oct. 1. Mrs. I. E. Wetherill.
Old Washington—Guernsey Co. Agrl. Assn. Sept. 30-Oct. 2. Thos. E. Oracy, Cambridge

OKLAHOMA

Boise City—Cimarron Co. Free Fair. Sept. 30-Oct. 2. Rufus T. Dickerson.
Muskogee—Oklahoma Free State Fair. Oct. 2-10. M. E. Twedell.
Oklahoma City—Okla. State Fair & Expo. Sept. 25-Oct. 1. Ralph T. Hemphill.
Okmulgee—Okmulgee Co. Free Fair. Sept. 28-Oct. 2. A. H. Polley.

OREGON

Portland—Pacific Int'l Livestock Expo. Oct. 1-8. Walter A. Holt.

PENNSYLVANIA

Bloomsburg—Bloomsburg Fair. Sept. 27-Oct. 2. Harry B. Correll.
Lititz—Lititz Community Show. Sept. 30-Oct. 2. Wm. N. Young.
Oley—Oley Valley Community Fair. Sept. 30-Oct. 2. Carl W. Blenk.
Schaefferstown—Heidleberg Community Fair. Sept. 29-Oct. 1. Henry N. Wenger.
Slatington—Upper Lehigh Valley Fair. Oct. 2-4. Mae O. Jones.

SOUTH CAROLINA

Kingstree—Williamsburg Co. Fair Assn. Sept. 27-Oct. 2. H. C. Crawford.

TENNESSEE

Ashland City—Cheatham Co. Fair Assn. Sept. 30-Oct. 2. Brantley Smith.
Huntingdon—Carroll Co. Fair. Sept. 27-Oct. 2. J. F. Walters.
Knoxville—Tennessee Valley Fair. Sept. 27-Oct. 2. Pat W. Kerr.
Lawrenceburg—Lawrenceburg Co.-Tenn. Valley Fair. Sept. 27-Oct. 2. E. R. Braly.
Memphis—Mid-South Fair. Sept. 28-Oct. 2. L. B. Herring Jr.

TEXAS

Abilene—West Texas Fair. Sept. 27-Oct. 2. Frank Cleveland.
Bonham—Fannin Co. Fair Assn. Sept. 30-Oct. 1.
Kilgore—East Texas Industrial Expo. Sept. 25-Oct. 3. H. K. Carrington.
La Grange—Fayette Co. Fair Assn. Oct. 1-3. J. R. Jackson.
Lamesa—Dawson Co. Fair Assn. Sept. 28-Oct. 2. D. L. Adcock.
Lubbock—Panhandle South Plains Fair Assn. Sept. 27-Oct. 2. A. B. Davis.
Lufkin—Texas Forest Festival. Sept. 27-Oct. 2. Ed Holden.
New Braunfels—Comal Co. Free Fair. Sept. 27-Oct. 3.
Pittsburg—Northwest Texas Fair. Sept. 28-Oct. 2. Al Hall.
Texarkana—Four States Fair. Sept. 28-Oct. 3. L. E. Gilliland.

VIRGINIA

Danville—Danville Fair Assn. Sept. 27-Oct. 2. B. F. Barr.
Petersburg—Petersburg Fair. Sept. 29-Oct. 2. R. Willerd Eanes.

WASHINGTON

Yakima—Central Wash. Fair. Sept. 29-Oct. 3. J. Hugh King.
Yakima—Wash. State 4-H Fair. Sept. 29-Oct. 3. Charles T. Nsenach, Pullman, Wash.

CANADA

Aberfoyle, Ont.—Puslinch Agrl. Soc. Sept. 28-29. D. A. Stewart.
Acton, Ont.—Acton Agrl. Soc. Oct. 1-2. O. B. Swackhamer.
Antigonish, N. S.—Antigonish Co. Agrl. Soc. Sept. 28-29. W. J. Guthro, St. Andrews.
Ashworth, Ont.—Stisted Agrl. Soc. Sept. 29-30. Jos. Demaine.
Beeton, Ont.—Beeton Agrl. Soc. Sept. 28-29. P. C. Pierson.
Bolton, Ont.—Albion & Bolton Agrl. Soc. Oct. 1-2. O. J. McCort.
Bridgewater, N. S.—Lunenburg Co. Exhn. Sept. 28-Oct. 1. W. J. Crouse.
Bruce Mines, Ont.—Bruce Mines Agrl. Soc. Sept. 28-29. Ernest W. Gallop.
Caledonia, Ont.—Caledonia Agrl. Soc. Sept. 30-Oct. 2. Reg. M. Hudspeth.
Chatsworth, Ont.—Holland Agrl. Soc. Sept. 30-Oct. 1. Allan Findlay.
Drumbo, Ont.—Drumbo Agrl. Soc. Sept. 29-30 Wilfred A. Cockburn.
Fordwich, Ont.—Fordwich Agrl. Soc. Oct. 1-2. J. H. Rogers.
Lakefield, Ont.—Lakefield Agrl. Soc. Oct. 1-2. H. W. Beavis, Peterboro.
Leamington, Ont.—Leamington Dist. Agrl. Soc. Sept. 27-Oct. 2. Jean Stobbs.
Lillooet, B. C.—Lillooet Fair Assn. Sept. 27-28. Mrs. N. N. Pritchard.
Markham, Ont.—Markham Fair. Sept. 30-Oct. 2. R. H. Crosby.
Mitchell, Ont.—Fullarton Agrl. Soc. Sept. 28-29. A. J. Hickey.
Paris, Ont.—Paris Agrl. Soc. Oct. 1-2. E. H. Buck.
Picton, Ont.—Picton Agrl. Soc. Sept. 28-29. Mrs. Robert Jamieson.
Port Hope, Ont.—Port Hope Agrl. Soc. Oct. 1-2. W. T. Marvin.
Rodney, Ont.—Rodney Fair, Sept. 27-28. J. A. MacLean.
South River, Ont.—Machar Agrl. Soc. Sept. 28-29. Norman F. Brown.
Wallacetown, Ont.—West Elgin Agrl. Soc. Sept. 30-Oct. 1. S. Turville.
Warkworth, Ont.—Percy Tp. Agrl. Soc. Sept. 30-Oct. 1. Arthur Wartman.
Williamstown, Ont.—St. Lawrence Valley Agrl. Soc. Sept. 28-30. M. A. McLennan, Lancaster.
Woodstock, Ont.—Woodstock Agrl. Soc. Sept. 30-Oct. 2. J. E. Nephew.

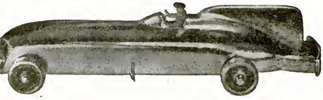
She'll find gorgeous interiors . . . beautiful accessories and "owner-approved" arrangements, together with all the little refinements which make a delightful home, in her Vagabond. He will recognize Vagabond's traditionally high quality when he sees the tubular all-steel body frame . . . steel chassis frame . . . four wheel brakes . . . Vagabond's floor heating system . . . highest quality insulation . . . all aluminum exterior and the expert craftsmanship throughout the coach.

Your copy of the new color catalog is ready—write for it and the name of your dealer today.

VAGABOND COACH MANUFACTURING CO.
Box 100 New Hudson, Michigan

EVANS'

STREAMLINED THUNDERBOLT BUMP RACER



THE FINEST BUMPER EVER OFFERED THE TRADE!

No overhead wires. Ball-bearing wheels.
Highly nickelplated. Indestructible.
Weight, 18 pounds. Complete with Bumper Post.

Write for Complete Catalog CARNIVAL SUPPLIES, EQUIPMENT, GAMES, ETC.

H. C. EVANS & CO. 1528 W. ADAMS ST., CHICAGO 7, ILL.

TENTS

All Sizes—NEW AND USED—All Styles.

BRIGHT FLAME-PROOF FABRICS—Khaki, Blue, Forest Green, Olive Green, Tangerine

E. G. CAMPBELL TENT & AWNING CO.
100 CENTRAL AVE. (Phone 3888S) ALTON, ILLINOIS

TENTS
●
ANYTHING IN CANVAS

Tents—Concessions, Gypsy, Camping, flashy trimmings. Tents of all sizes. Merry-Go-Round and Caterpiller Tops. Big Tops. Wire, write or phone. Quick delivery.

TENTCO CANVAS, INC.
150 GREENE STREET Phone: Walker 5-1289 NEW YORK 12, N. Y.

T-E-N-T-S

CARNIVAL, CONCESSIONS, CIRCUS, SKATING RINK.
"Tents With That New Look."
Individually designed by Jimmy Morrissey. Beautiful lustrous colors.
Write—Wire—Phone

ALL-STATE TENT & AWNING CO.
300 E. 9TH ST. (Phone: Harrison 6867) KANSAS CITY, MO.

Carnival Routes

Send to
2160 Patterson St., Cincinnati 22, O.

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

Alamo: Shermon, Tex.
American Beauty: Portageville, Mo.; (Fair) Paris, Ark., 27-Oct. 2.
American Midway: (Fair) Bowie, Tex.; Killeen 27-Oct. 2.
A. M. P.: Roanoke, Va.
A. M. P., No. 2: Ware Shoals, S. C.
Babcock, Frank W., United: Montibello, Calif.
Badger State: Montgomery, Minn.; Redgranite, Wis., 27-Oct. 2.
Baker's: Hoopston, Ill.
Barlow's Big City: Illmo, Mo., 29-Oct. 2.
B. & C.: Oneonta, N. Y.
Bee's Old Reliable: Munfordvile, Ky.
Bernard & Barry: Galt, Ont., 23-25.
B. & H.: Kingstree, S. C.; Elloree 27-Oct. 2.
Big Bend: East Bernard, Tex.
Big Four Am.: Bernie, Mo.
Blue Grass: (Fair) Decaturville, Tenn.; (Fair) Lawrenceville, Ga., 27-Oct. 2.
Bogle & Reese: Nevada, Mo.
Bohn & Sons United: Morehouse, Mo.
Bullock Am.: Burnwell, W. Va.; Marshall, N. C., 27-Oct. 2.
Borup's United: (Fair) Senatobia, Miss.
Bright Lights Expo.: (Fair) Apex, N. C.
Brownie Am.: Guthrie, Okla.; Chelsea 28-Oct. 2.
Burke, Harry: (Fair) Port Allen, La.; New Iberia 27-Oct. 4.
Burkhart Shows & Amusements: Johnson City, Ill.
B. & V.: Burna Vista, Va.; Montross 27-Oct. 2.
Capell Bros.: Idobel, Okla.
Capital City: La Grange, Ga.; (Fair) Manchester 27-Oct. 2.
Caravella Am.: (Fair) Gratz, Pa.; (Fair) Kingstree, S. C., 27-Oct. 2.
Catlett Greater: Concordia, Mo.
Cavalcade of Am.: Nashville.
Central Am.: (Fair) Tabor City, N. C.; (Fair) Pembroke 27-Oct. 2.
Central State: Arkansas City, Kan.; (Fair) Hillsboro 27-Oct. 2.
Cetlin & Wilson: (Fair) Hagerstown, Md.; (Fair) Petersburg, Va., 27-Oct. 2.
Cherokee Am.: Carthage, Mo., 23-25.
Coastal Plain: Kenly, N. C.
Coleman Bros.: Rochester, N. H.
Coleman Statewide: New Albany, Miss.
Community Fairs Shows: North Hollywood, Calif.
Conklin: Lindsay, Ont.; Leamington 27-Oct. 2.
Crafts Expo.: Richmond, Calif.
Crafts 20 Big: Pomona, Calif.
Crystal Expo. (Fair) Social Circle, Ga.; (Fair) Ft. Valley 27-Oct. 2.
Cumberland Valley: (Fair) Manchester, Tenn.; (Fair) Athens 27-Oct. 2.
Cunningham's: Kingston, O.; Franklin 27-Oct. 2.
Curl, W. S.: Blanchester, O.
De Luxe: Wethersfield, Conn.
Denton, Johnny J.: Athens, Ga.
Denton, Johnny J., No. 2: Wise, Va.; Murphy, N. C., 27-Oct. 2.
Dickerson: Sharpsburg, N. C.
Down River Am. Co.: River Rouge, Mich.
Drago Am.: Denver, Ind.
Dudley, D. S.: (Fair) Childress, Tex.; Vernon 27-Oct. 2.
Dumont: Smithfield, N. C.; Oxford 27-Oct. 2.
Dupree, James: Dexter, N. M.
Dyer's Greater: West Helena, Ark.
Endy Bros.: Binghamton, N. Y.
Fidler's United: Kennett, Mo.; Jonesboro 27-Oct. 2.
Fleming, Mad Cody: (Fair) Cumming, Ga.; (Fair) Crawfordvile 27-Oct. 2.
Florida Am. Co.: Harriman, Tenn.; Dayton 27-Oct. 2.
Folk's: (Fair) Albuquerque, N. M., 18-27.
Franklin, Don: (Fair) Floresvile, Tex., 23-25; La Grange 27-Oct. 2.
Funland: Forsythe, Mo.; Baxter Springs 27-Oct. 2.
Garden State: (Fair) Gratz, Pa.
Gem City: Fordyce, Ark.
Gentsch, J. A.: Cleveland, Miss.
Gifford: (Fair) Alva, Okla., 23-26; (Fair) Norwich, Kan., 30-Oct. 2.
Gold Bond: Marseilles, Ill.
Golden Rule: Philadelphia.
Golden West: (Fair) Red Bluff, Calif.
Gooding American Expo.: (Fair) Centerville, Mich.
Gooding Greater: (Fair) Adrian, Mich.
Gooding Am. No. 1: (Fair) Lebanon, O.
Gooding Am. No. 2: (Fair) Blytheville, Ark.
Gooding Am. No. 3: (Fair) Ashland, O.
Gooding Am. No. 4: (Industrial Expo.) Kokomo, Ind.
Gooding Am. No. 5: (Apple Festival) Jackson, O., 22-25.
Gooding Am. No. 6: (Fair) Hillsboro, O., 22-24.
Gooding Park Attrs.: (Fair) Delaware, O.
Gra-Loy: Greentown, Ind.; Largo 27-Oct. 2.
Great Sutton, West Point, Miss.
Greater United: (Fair) Temple, Tex.; (Fair) New Braunfels 27-Oct. 3.
Groves Greater: Alexandria, La.; (Fair) Jonesboro 27-Oct. 3.
Gulf Coast: Poplar Bluff, Mo.
Hames, Bill: (Fair) Marshall, Tex.
Hannum, Morris: Zebulon, N. C.; Enfield 27-Oct. 2.
Happy Attrs.: Johnstown, O.; Columbus 27-Oct. 2.
Happyland: Saline, Mich.
Harris United: (Fair) Hamburg, Ark.
Harrison Greater: South Boston, Va.
Hartsock Bros.: Hamilton, Ill., 25-26; Versailles 28-30.
Heart of Texas: Hollis, Okla.
Henson, J. L.: Star City, Ark.
Heth, L. J.: Summerville, Ga.; Carrollton 27-Oct. 2.
Heth Expo.: Cardwell, Mo.; Dexter 27-Oct. 2.
H. & H.: Taylorsville, N. C.
Hill's Greater: Clovis, N. M.
Home State: (Fair) Falls City, Neb.
Hottle, Buff: Thibodaux, La.
Howard Bros.: (Fair) Logan, O.
Howard Bros.' Attrs.: (Fair) Paulding, O.
Imperial: Westville, Ill.
Imperial Expo.: Huntsville, Ala.; Kosciusko, Miss., 27-Oct. 2.
International: (Fair) Shawnee, Okla.
Jamboree Am.: Middleton, Tenn.
Jayhawk Am.: Kincaid, Kan.
J. & B.: Chesterfield Court House, Va.
Johnny's United: (Fair) Gainesboro, Tenn.
Jones Greater: Point Pleasant, W. Va.
Jones, Johnny J.: Chattanooga, Tenn.

To maintain earlier distribution schedules, it is necessary that Circus and Carnival Routes be received in the Cincinnati office of The Billboard, 2160 Patterson Street, not later than 5 p.m. (EST) on Saturdays.

Kaus, W. C.: (Fair) Martinsville, Va.
Kile, Floyd O.: Leonville, La.
Kilgore: (Colored Fair) Huntsville, Tex.; (Fair) Centerville 27-Oct. 2.
Kirkwood: Mt. Airy, N. C.
Lamb, L. B.: Martin, Tenn.; Moulton, Ala., 27-Oct. 2.
Lane, Sammy: Parma, Mo.
Lawrence Greater; Lexington, N. C.; Statesville 27-Oct. 2.
Lee United: (Fair) Gladwin, Mich.
Leeright, J. R.: Red Cloud, Neb., 21-24.
Lottridge, Harry: Blakely, Ga.; (Fair) Camilla 27-Oct. 2.
Magic Empire: (Fair) Holly Springs, Miss.; (Fair) Newton 27-Oct. 2.
Maine Am.: (Fair) Orland, Me., 23-24.
Majestic Greater: (Fair) Troy, N. C.; (Fair) Pickens, S. C., 27-Oct. 2.
Manning, Ross: Manchester, Conn.
Marion Greater: (Fair) Latta, S. C.
Marks: Albemarle, N. C.; Fayetteville 27-Oct. 2.
McKee, John: Hayti, Mo.
Meeker's: Kennewick, Wash., 22-26; (Fair) Yakima 29-Oct. 3.
Mellcu-Conn: Bladenboro, N. C.; St. Pauls 27-Oct. 2.
Merit: Farmington, Me.
Merry Midway: Oran, Md.
Midway of Mirth: Caraway, Ark.
Mid-Western Expo.: Searcy, Ark.; (Fair) Imboden 27-Oct. 2.
Mighty Hoosier State: Lawrenceburg, Ind.
Mighty Page: Walnut Cove, N. C.
Model: Russelville, Ark.; Bentonville 27-Oct. 2.
Morris Modern: Harrisburg, Ark.; Senath, Mo., 27-Oct. 2.
Mound City No. 1: Hampton, Ark.
Nelson, George W.: Melbourne, Ark.
New Dixie: (Fair) Bethel, N. C.
Northern Expo.: Garrison, N. D., 23-25.
Ohio Valley: Versailles, Ind., 24-25.
Olson Greater: Portland, N. D., 20-22; McVille 23-25.
Omar's: Shamrock, Tex.
Orange Blossom: (Fair) Elizabethtown, Ky.
Orange State & Ted Lewis: (Fair) Wake Forrest, N. C.; (Fair) Benson 27-Oct. 2.
Pacific Coast: (Fair) John Day, Ore., 21-26.
Poge Bros.: (Fair) Lexington, Tenn.; (Fair) Ashland City 27-Oct. 2.
Page, J. J.: (Fair) Hartsville, S. C.
Palace: Shamrock, Tex.
Palmetto Expo.: Swansea, S. C.
Park Attrs.: (Fair) Eudora, Ark., 20-22.
Paul's Am.: Clinton, Ark.; Marshall 27-Oct. 2.
Peerless: Paw Paw, W. Va.
Penn Premier: Hopewell, Va.; Sanford, N. C., 27-Oct. 2.
Peppers All States: (Fair) Eudora, Ark.
Perry, Jock J.: (Fair) High Point, N. C.; (Fair) Asheboro 27-Oct. 2.
Pike Am.: (Fair) Piedmont, Mo.; (Fair) Brinkley, Ark., 27-Oct. 2.
Pine State: Macon, Ga.
Pioneer: Hancock, Md.
Playland United: (Fair) Brown City, Mich.
Play Time: Morley, Mo.
Port City Rides: Kewanee, Ill., 23-25.
Powelson Greater: Pomeroy, O.; Sabina 28-Oct. 2.
Prell's Broadway: (Fair) Tappahannock, Va.; (Fair) Rocky Mount, N. C., 27-Oct. 2.
Purvis: Wicomico, Va.; (Fair) Lively 27-Oct. 2.
Queen City: Westerville, O.
Raftery, James M.: (Fair) Clinton, N. C.
Raines Am.: (Fair) De Queen, Ark.; (Fair) Clarksville 27-Oct. 2.
Raum's Cavalcade Stars: Ludington, Mich.
Reid, King: Cobleskill, N. Y.
Rogers Greater: (Fair) Union City, Tenn.; (Fair) Huntingdon 27-Oct. 2.
Rosen, H. B.: Mt. Pleasant, Tenn.; Selmer 27-Oct. 2.
Royal American: Ft. Smith, Ark.
Royal Crown: Dyersburg, Tenn.
Royal Expo.: Baxley, Ga.
Rupe's Midway of Fun: Pawnee, Okla.
Shan Bros.: (Fair) Cartersvile, Ga.
Siebrand Bros.: Las Vegas, Nevada.
Silver Slipper: Monticello, Ky., 23-25.
Smith Am.: (Fair) New Boston, Tex.; (Fair) Pittsburg 27-Oct. 2.
Smith, Casey: (Fair) Sulphur, Okla.
Smith, George Clyde: (Fair) Farmville, Va.
Snapp Greater: Hope, Ark.
Southern Am.: Lamesa, Tex.; Franklin 27-Oct. 2.
Southern States: Hahira, Ga.
Southern Valley: Vicksburg, Miss.
Srader, M. A.: Guymon, Okla.; Boise City 27-Oct. 2.
Steblar: Cowpens, S. C.
Strates, James E.: (Fair) Shelby, N. C.; (Fair) Danville, Va., 27-Oct. 2.
Stumbo, Fred R.: (Fair) Siloam Springs, Ark.
Sunflower State: Kingfisher, Okla.
Sunset Am.: Hutchinson, Minn.; Clarinda, Ia., 29-Oct. 2.
Sutton, F. M.: Poplar Bluff, Md.
Texas Expo.: Risen, Ark.; Camden 27-Oct. 2.
Thomas Am.: Knox, Ind.; Walkerton 27-Oct. 2.
Thomas Joyland: Hartford City, Ind.
Tidwell, T. J.: (Fair) Littlefield, Tex.; Lamesa 27-Oct. 2.
Tinsley, Johnny J.: Griffin, Ga.
Tivoli Expo.: Trumann, Ark.
Turner Bros.: Trenton, Tenn.; Lawrenceburg 27-Oct. 2.
Twentieth Century: Beatrice, Neb.
Twin City: Gallatin, Mo., 20-22; Ladero 23-26.
United Expo: Newport, Ark.
United States: Philippi, W. Va.
Utah Expo: Artesia, N. M.; Silver City 27-Oct. 1.
Veterans United: Correctionville, Ia.
Victory Expo: (Fair) McAlester, Okla.
Virginia Greater: West Point, Va.
Wade, W. G., No. 1: (Fair) Ludington, Mich.; (Fair) Kalamazoo 27-Oct. 2.
Wallace Bros.: Jackson, Tenn.
Wallace Bros. Canada: Lindsay, Ont.; Leamington 27-Oct. 2.
Wallace, I. K.: Amherst, Va.
Wallace & Murray: Porterdale, Ga.
Ward, John R.: Florence, Ala.
W. E. Attrs.: Joiner, Ark.; Cherry Valley 27-Oct. 2.
West Coast: Monterey, Calif.; Madera 29-Oct. 3
Whalen & Riley: Erick, Okla.
Wheeler, Eddie L.: Villa Rica, Ga.
White Star Attrs.: Gahana, O.
Wilson Famous: Astoria, Ill., 23-25.
Wolf's Greater: Jordan, Minn., 23-26.
Wolfe Am.: (Fair) Madison, Ga.; (Fair) Lexington 27-Oct 2.
Wonder City: Charleston, Miss.
World of Mirth: Allentown, Pa
World of Pleasure: (Fair) Bourbon, Ind.; (Fair) Oak Harbor, O., Oct 6-9.

Cole Gets Good Business As Mineola Fair Feature

MINEOLA, N. Y., Sept. 18.—James M. Cole Circus winds up its season with a five-day stand at Mineola Fair, which closes tonight. Last year Cole initiated the idea of presenting his three-ring circus in front of the grandstand at Mineola, with only half of the big top up, and is using the same idea this year.

Given good weather, this method is excellent, since spectators have better seating and visibility from the grandstand. In case of a straw house, the overflow can be shunted to the blues and reserves of the half of the big top, which is completely equipped with the usual seats, bandstand and lights.

Mineola Fair, as usual, started with fairly light attendance and will hit its peak today if weather remains good. The Cole Circus attendance increases in about the same ratio as fair attendance. Tuesday (14), opening day, drew an estimated gate at the fair of 35,000, which topped last year's opener by 13,000, and the circus drew near-capacity grandstand crowds at evening shows up thru Thursday night (16), with matinees a bit lighter.

Weather up thru Thursday (16) was ideal, but Friday was partially cloudy and cool, which probably cut fair and circus attendance some. Mineola grandstand seats close to 2,000 spectators, but for the circus additional capacity is provided by placing seats in front of the stand.

Keller Added Feature

Cole has brought in Prof. George J. Keller and his group of mixed animals as added attraction here, which necessitated revamping the running order of the program, since Keller's cat act follows the opening parade, and he appears in the No. 9 spot with his zebra stallion. Keller presents a novel number using a black panther, lions, tigers and a leopard, which he handles well.

Following Keller are: Display 2, the O'Neil Troupe (3) and the Morales (4), trampoline. Display 3, Col. Red Lunsford and partner, whip cracking. Display 4, clown gag. Display 5, Cole elephants handled by eight-year-old James M. Cole II. Display 6, swinging laddders. Display 7, clown gag. Display 8, Lew Barton, high school horse. Display 9, Keller's zebra stallion. Display 10, Acevedo Family (3 girls), wire act. Display 11, Jimmy O'Neil, barrel jumping. Display 12, Lew Barton, pony and riding monk. Display 13, clowns. Display 14, Colonel Lunsford and riders, roping. Display 15, Senorita Flordelina, wire. Display 16, clown gag. Display 17, Acevedos, juggling. Display 18, comedy mule. Display 19, Cole's Liberty horses presented by Lew Barton. Finale, Felix Morales, head slide.

The show heads for winter quarters at Penn Yan, N. Y., at the close here.

Circus Routes

Send to
2160 Patterson St., Cincinnati 22, O.

Bailey Bros.: Vernon, Tex., 21; Childress 22; Shamrock 23; Borger 24 Pampa 25.
Beatty, Clyde: Orange, Tex., 21; Crowley, La., 22; Lafayette 23; New Iberia 24; Houma 25.
Clyde Bros.: Sheboygan, Wis., 21-23; Freeport, Ill., 25-27; Rockford 28-31.
Cole Bros.: Waco, Tex., 22; Taylor 23; Austin 24; San Antonio 25-26; Alice 27; McAllen 28; Brownsville 28.
Dailey Bros.: Cheyenne, Wyo., 21; Greeley 22; Fort Collins 23; Boulder 24; Colorado Springs 25; Sterling 27; North Platte 28; Kearney 29.
Dales Bros.: Troy, Ala., 21; Greenville 22; Andalusia 23; Brewton 24; Atmore 25.
Flamante: Hanford, Calif., 21; Shafter 22; Bakersfield 23; Filmore 24; Santa Paula 25; Oxnard 26; San Fernando 27; Calexico 28; Phoenix, Ariz., 29-30.
Gould, Jay: LaGrange, Mo., 20-21; Mt. Pleasant, Ia., 22-23; Barry, Ill., 24-26; Alexis 27-28; Ottawa 29-30.
Jones, Al, Rodeo & Circus: (Fair) Logan, O., 22-25.
Kelly, Al G., & Miller Bros.: Atlantic, Ia., 21; Clarinda 22; Nebraska City, Neb., 23; Pawnee City 24; Rockport, Mo., 25.
King Bros.: Greenwood, Miss., 21; Charleston 22. Winona 23; Greenville 24; Belzoni 25; Vicksburg 27.
Mills Bros.: Lawrenceville, Va., 21; South Boston 22; Altavista 23; Roanoke 24; Pulaski 25; Bristol, Tenn., 27; Elizabethtown 28; Rogersville 29.
Polack Bros. Western: (Armory) Portland, Ore., 21-27.
Ringling Bros. and Barnum & Bailey: Tucson, Ariz., 21; El Paso, Tex., 22-23; Dallas 25-26; Wichita Falls 27; Childress 28; Lubbock 29; Amarillo 30.
Rogers Bros.: Hartsville, Tenn., 21; Gallati 22; Scottsville, Ky., 23; Franklin 24; Portland, Tenn., 25; Springfield 27.
Stevens Bros.: Kennsburg, Colo., 21; Byar 22; Hugo 23. Eads 24; Kit Carson 2 Cheyenne Wells 26; Sharon Springs, Kan 27; Tribune 28, Syracuse 29.
Seal Bros.: Wynnewood, Okla., 24.

YOUR SOUTHERN FAIR SEASON IS AHEAD

WE ARE READY TO
SERVE YOUR NEEDS
WIRE OR WRITE, GIVING US YOUR
ROUTE AND STOCK REQUIREMENTS
FOR YOUR SPOTS
FLASH UP
With
DE LUXE PLASTER
ONE CARTON OR A CARLOAD
50% Deposit Required on
All C. O. D. Orders

WISCONSIN DE LUXE CO.
1900 N. THIRD ST.
MILWAUKEE (12), WIS.

FOR SALE—ONE OCTOPUS

With Lo Roi motor, used two seasons, with GMC 24-ft. trailer, $9,000 cash. Can be seen at Guymon, Okla., Sept. 20 to 25; Boise City, Okla., Sept. 27 to Oct. 2.

M. A. SRADER SHOWS

Beatty Close Set Oct. 19 At Riverside

Rain Hurts in South

CHICAGO, Sept. 18.—The closing date has been set for Clyde Beatty, it was learned here this week, altho no official announcement has been made. The show, according to a reliable source, will wind up the season at Riverside, Calif., October 19. Rumor has it the show will winter in California this year, after wintering last year in Louisiana.

Show's stands in Louisiana and Mississippi were hurt by rain at several spots. At Natchez, Miss., the show had a tough time getting off the lot and as a result blew its stand in Opelousas, La., and also blew the matinee in Baton Rouge, La.

Rain Hurts

Org arrived in Natchez from Jackson, Miss., Sunday (12). Shortly after the unloading was completed, a heavy rain started and continued all day Monday. As a result, by matinee time Monday, the lot was ankle deep in water. A paved road all around the lot helped make it accessible to patrons, but only a half-house was on hand for the matinee. Night house was about three quarters.

It was necessary to secure cats from a Natchez construction company to aid in getting the show off the lot. The train didn't leave Natchez for Baton Rouge until 4 a.m. Tuesday (14).

Night Show Late

Arrival in Baton Rouge, as a result, was very late and the org didn't get up until shortly before the night show was scheduled. Night performance was 45 minutes late starting. An early morning rain had turned the lot into mush, and a light rain up to the time of the start of the show hurt. As a result, only a half-house saw the show.

Business and weather were much better at Monroe, La., where two full ones were registered. Same was true at Bastrop, La. El Dorado, Ark., gave with only fair biz, matinee attendance being light. A strong house was on tap at night.

12 Survive Sinking Of Circus Vessel

NEW YORK, Sept. 18.—Among the 12 survivors of the circus ship Euzkera, which sank in a Caribbean storm September 1, with a toll of 44 drowned or missing, was Jesus Vargas, who had a group of chimps with the Ringling-Barnum circus last season.

Other members of the Razzore Circus, which made up the passenger list of the vessel, listed among the rescued were Cesar Godinez, band leader; Santiago Bravo Fabre, lion tamer; Raoul Chang Montalvo, acrobat; Juan Castallano, Spanish dancer; Felipe Yanes, Rubin Morales, Mrs. Hilda Garcia and Mrs. Lidubina Garcia.

Dixie Proves Okay For King Bros. Org

COLUMBUS, Miss., Sept. 18.—Mississippi and Alabama are giving King Bros. better than satisfactory biz.

The org pulled a near-capacity crowd and fair business at the matinee here, after clicking with a full one at night and a strong matinee at Hartsella, Ala.

Despite an all-day rain, the org played to a pair of full ones in Scottsboro, Ala.

Virginia Gives Bundle of Red Ones for Mills

RICHMOND, Va., Sept. 25.—Mills Bros.' Circus has played to a succession of red ones during its swing thru Virginia.

The org, under auspices of the Samis Grotto, drew a straw here Wednesday night after a full matinee. A group of underprivileged children and veterans at near-by McGuire General Hospital were guests of the show.

Fredericksburg gave with a capacity turnout at night and strong afternoon biz.

A pair of capacity crowds greeted the org in Manassas.

An afternoon and early evening rain, plus the fact the org was the third circus to play the town this year, hurt at Winchester, where a half-house watched each performance.

Stratton, Colo., Big for Stevens

STRATTON, Colo., Sept. 18.—Stevens Bros. hit the jackpot here. Two shows were given to take care of the matinee crowd. Night show was a straw.

At Cope the show gave only one performance, that the matinee, and played to a full one. Haxtun, Colo., gave with a light matinee but a near full one at night.

Nights Aid Bailey in Okla.

ARDMORE, Okla., Sept. 18.—An overflow was registered at night here by Bailey Bros. after a light matinee. At Ada, Okla., matinee was weak, but night crowd was strong.

Ringling's First California Showing in 7 Yrs. Rings Bell; San Fran 187G in 7 Shows

Gas Shortage and Polio Scare Hurts L. A. Biz

LOS ANGELES, Sept. 18.—First California showing since 1941 brought Ringling Bros. and Barnum & Bailey Circus top biz on all stands. Most enjoyable date, from the standpoint of attendance and facilities, was at the Cow Palace, San Francisco, where the show grossed $187,000 for three two-a-day performances and an extra night show. Seating capacity of the Cow Palace is 10,808. When it was first planned to play the Bay date, Waldo Tupper, circus general agent, set up a deal for a lot, but when the Cow Palace was viewed a decision was made by circus officials to hold the show indoors. Everyone connected with the Cow Palace deal was enthusiastic over results. Top co-operation was garnered from the press and radio. Another thing that helped the gross at the Cow Palace was the 1,500-car free parking lot next door.

Grosses held up on the Santa Barbara date despite a late arrival which didn't get the single performance away until 10 p.m. Art Concello said that night biz was fair on the Los Angeles date but matinees were off due to the gas shortage and the polio scare.

Show played two performances at Long Beach (13), four at San Diego (14-15), two at Santa Ana (16), and two at San Bernardino (17). Last California date is tonight at El Centro. Dates from Long Beach to San Bernardino held up well, and while there were no turnaways there was good solid biz.

N. Mex. Spot Good to Cole

Clovis gives two packed houses—matinees in Texas stands are light

CLOVIS, N. M., Sept. 18.—This spot proved better than okay for Cole Bros., org getting two capacity houses. This was in contrast to four Texas spots—Denison, Wichita Falls, Amarillo and Lubbock—where night business, for the most part, was okay but matinees were light.

Denison proved anything but good, org getting only half houses at both shows. Matinee at Wichita Falls was light, but the night house strong. Amarillo gave with two three-quarter houses. Lubbock registered only a half house at the matinee but capacity at night.

Dailey Registers Banner Stand at Boise, Idaho

RAWLINS, Wyo., Sept. 18.—Dailey Bros. put Idaho into its ledger as a big winner and moved into Wyoming for a tour which may prove just as profitable. Org opened its Wyoming stand in Rock Springs Friday (17) and bows here today.

Show officials went on record as saying that Boise, Idaho, proved the banner spot of the entire season and newspaper reports backed it up.

"Since the start of the season we've had some pretty good stands," one show official stated, "but Boise topped the record. We had 'em all but hanging from the top of the big top at both matinee and night shows. We really should have given three shows instead of two."

Two capacity houses were registered at Weiser, Idaho. Show got ideal weather and, as a result, did big business from outlying towns. Nampa, Idaho, came thru with a full one at night, but the matinee was light.

IT WAS A GAY PARTY OF HOLLYWOOD STARS who attended the Polack Bros.' Shrine Circus at Reno recently. Left to right, front row: Mr. and Mrs. Tom Lewis (Loretta Young) and Van Johnson. Second row, left to right: Louis Stern, co-owner Polack Bros.' Circus; Judge Merwyn Brown, Potentate of Kerack Temple, Reno; George W. Westerman and Grace Ritchey, Polack Bros.' Circus, and Howard MacKissick, captain of Kerack Temple Patrol. Miss Young, who is on location at Nevada State University with Van Johnson and Rudy Vallee making their new picture, "When Mother Was a Freshman," was hostess to the circus party at the invitation of Manager Stam. Miss Young with her husband entertained 12 of her fellow players.

Big Crowds Attend Allentown Circus; 60 Acts in Show

ALLENTOWN, Pa., Sept. 18.—A huge circus bill, which was the mid-week highlight of the week-long celebration of the opening of the new Allentown High School Stadium, chalked up a matinee attendance of approximately 7,500 and a night gate of more than 8,500, a total of 16,000 for the two performances Wednesday (15). General admission was $1, with reserves at $1.50.

Something like 80 circus acts, booked thru the Lancaster, Pa., agency of Cooke and Rose, took part in the performances under the direction of James O'Donnell and Kay Colleano. Earle J. Wider was ringmaster, and the music was provided by the Reinsmith-Kulowitsch Band. William F. Tait was announcer.

Among those taking part in the big show were the Lambertis, high wire; the Excellos, high pole; Three Em's, trapeze; Jimmy and Kay Colleano, in various routines; Winnie Mae, young aerialist, and several good dog acts, including the DeDio, Dashington and Wilson pooches. A spectacular parade with several high school bands and local groups preceded the circus performance.

On Monday (13) night 10,000 persons witnessed an elaborate and spectacular fireworks display under the personal direction of Art Briese, of the Thearle-Duffield Fireworks Company of Chicago.

Packs Signs Cristianis For Three Winter Dates

ST. LOUIS, Sept. 18.—Tom Packs announced here today that he had signed the Cristiani Troupe, at present with Cole Bros., for his indoor circus dates in Birmingham, November 5-14; Macon, Ga., November 17-20 and New Orleans, November 26-December 5.

Packs also said the Wallenda unit will appear at Macon, the unit producing the Macon show in association with Packs, and at New Orleans.

Hunt Bros.

Our last date was Smyrna, Del., September 18. About the only last report to make on the season is that while we had more rain than any the writer can recall, all in all it was quite pleasant.

With equipment headed for the barn, personnel takes off for various spots—Marian Drew and dogs, playing dates; Charles T. Charley, Harry and Eddie Hunt and their wives and families to quarters at Bordentown, N. J.; De Riskies and family, playing dates; Ethel Jenier, and children to Sarasota, Fla., to school, with Ethel later joining her husband, Walter, on the Terrell Jacobs Circus; Jimmie O'Donnell and Company, clowns, playing dates; Delbenie, clown and juggler, New York; Dave Nimmo and wife, and Red Simpson and wife, playing dates; Marvin and Hazel Case, wire walkers, quarters; Great Levine and wife, quarters: Tige Hale and Sparrowhawk to the King Show band; Cy Essex, drummer, to Springfield, Mo.; C. M. Kimball and wife, Miami, and Roy Bush and Hunt Bros.' elephants, to Danbury (Conn.) Fair and other dates.—NORMAN HANLEY.

ACTS WANTED
Am Now Contracting
FEATURE ACTS
FOR MY
INDOOR CIRCUS DATES
AND
1949 FAIRS
ERNIE YOUNG
155 N. Clark St. Chicago, Ill.

THE 1001 RANCH WILD WEST SHOW
Dick Wayne Barlow, of Charleston, W. Va., is now framing for the 1949 season and has purchased all the equipment of the R. C Grooms Show, built new in 1947 for Art Mix Wild West Show, including one 25 Kw. New Light Plant and one 5 Kw. New Light Plant. Both mounted in 24 ft. van type Fruehauf Trailer. Full width striped orange and blue flame proof canopy, built by O. Henry Company. 200x200, 35 lengths 11 High Blues. Wild West Arena and Chutes. 5 Semi-Fruehauf Trailers to haul show on. Also miscellaneous equipment. Have contracted Radie Evans, of Martinsburg, W. Va., to produce the show and furnish up to 100 head of stock. Show is now in quarters at Evans's Ranch, Martinsburg. Will consider taking in a partner. Wish to hear from people interested in all departments.
DICK WAYNE BARLOW
P. O. Box 1844 Charleston, W. Va.
Telephone 27635
No collect calls or wires. Jack Andrews, please write.

ROGER BAINES — CLARK SQUIRES
WANT
For ROGER & CLARK CIRCUS
6 tier or 7 tier Res., 6 tier Blues, 60 with 2 middles. Other equipment. Must be cheap for cash. No junk. Address:
CLARK SQUIRES, c/o Roger & Clark Circus
1418 W. Congress St., Chicago 7, Ill.

PHONE MEN
GOOD DEAL — NOW!
No Drunks.
M. O. BAKER
Phone: HArrison 7-2983, Chicago, Ill

2 PHONEMEN—2
Book, U.P.C. Tickets, Banners, Veterans of Foreign Wars Deal.
CHAIRMAN
Tel.: Main 994 Elkhart, Ind.

PHONE MEN
Can use a couple of producers in Troy and surrounding towns on U.P.C. Tickets and Program starting immediately. Wire
BILL TUMBER
Hamid-Morton Circus Agent
Masonic Temple Troy, N. Y.

Dressing Room Gossip

Cole Bros.

Mr. and Mrs. Cristiani left for their home in Sarasota, Fla., after six weeks on the show. These children left to attend school: Baline, Antonette, Vickie and Bonnie Cristiani, Hal and Jan Castle and Joyce Orman.

The Freemans had a big week enjoying the Joe Simons' hospitality in Memphis. They also were overnight guests of Hubert Castle at his home in Dallas. Another guest was Harold Voise.

I noticed in one of the columns recently where Otto Griebling rode as a girl with May Wirth. Just to keep the records straight, Otto never rode as a girl in the May Wirth act, and I know because I was connected with the Wirth family for over 30 years and rode with May for 15. Otto was with the show, its true, for a half season once. Otto did do single traps on the old M. L. Clark Show as a girl. The only ones I ever saw wear skirts in the Wirth act were May Stella and Auntie Wirth, Ethel Freeman and Vera Bruce, who later became Mrs. Alfredo Codona.

Irish Greer, custodian of the monkey department, celebrated his 77th birthday, and the girls on the show put on a spread for Irish.

Alabama Campbell came out with his finest wardrobe when his kin folks visited in Nashville. Not to be outdone, Capt. John Smith came out with his white top hat and tails.

Side Show news: Jerry Scruggs had a big day recently when she was visited by her mother, Virdie; her sister, Audrey Campbell, and her aunt, Annie Hitt, all from Spartanburg, S. C. . . . Fred Harris celebrated a birthday recently. . . . New additions to the Side Show are Oklahoma Bob and Evelyn, knife-throwing act. . . . Betty Broadbent and Charlie Roarke joined Arthur Hoffman's Side Show in Wichita Falls. . . . Guy Smuck visited the Side Show.

Visitors: Bill and Gee Gee Powell, Vic Robbins, Al Yoder and Bobby Kay, all from the Beatty show; E. L. Churchill, who visited his brother, George, sign painter; Mr. and Mrs. Jim Carver, Charles Sparks, Jimmy Thomas, Frank Walters; Mrs. Thomas, mother of our announcer, Harry Thomas; Ernie and Ida White; Bob Stevens, owner of Bailey Bros.; Joe Ward, Joe Collins and Voyle Armstrong. — FREDDIE FREEMAN.

Polack Bros.' Western

Before the dust had cleared and the trailers were unhooked in Seattle, most of the fairer sex found the many department stores and almost remained in them during the three-day lay-off. The Ward-Bell Flyers spent the time making new webs for the aerial ballet.

Louie Stern is displaying fan letters received from Vancouver residents who were high in their praise of the show. Roland Tiebor was surprised when asked by an Englishman if he knew Captain Wesley, the famous seal trainer with Bertram Mills Circus a few years ago. (Captain Wesley is the name used by Roland whenever playing the Mills tented season.)

Catwalks on each girder were a welcome relief to Soldier Longsdorf, and his crew who are accustomed to dusting the framework and hanging rigging at the same time. The rotted flooring over the Civic Ice Arena's ammonia pipes made many safetys and sandbags necessary for precautionary measures, and not until the MGM elephants went thru the ring was extra flooring laid. Green and white sawdust in the rings and on the track added to the appearance of the show.

The Great Franzcisco again hit the headlines with spreads of photos and stories; this time by scaling a 487-foot radio tower.

Ringling-Barnum

One of the big highlights in Los Angeles was the ball game between the show's midgets and the Hollywood midget team. The Hollywood team was made up of both men and women, including many movie stars. Game was held back of the Side Show tent and it drew a large crowd of town folks in addition to most every one of the personnel. Many movies and still pictures were made of the game.

Bill Ballantine and Roberta Light were married September 8 and a large crowd of showfolks attended the reception at a near-by country club after the night show. The cake decorations were made by Lulu.

Personnel of the *Queen for a Day* radio program were guests of the show in L.A. and rode in the Dixie menage number.

During our stay in L.A. Justino Loyal was kept busy almost every morning out at the Eagle-Lion Studios doubling for Arturo Franz, who will star in the forthcoming picture, *Red Stallion in the Rockies*. Justino did all the bareback riding scenes.

Frank Whitbeck, from MGM, announced part of the show on our closing night. Lita Codona went in spec and menage in Long Beach. Jack Bray joined. Fanny McClosky celebrated her birthday. Mrs. Cartier closed the season.

Visitors: Bill and Betty Crumpton, Jack Joyce, Bill and Stella Hamilton, Wade and Madge Zumwalt, Mrs. Al Tucker, Mickey Blue, Mr. and Mrs. Murray Jacobs, Charles Clarke Jr. and family, Father Elslander, from Sarasota, Art Cooksey's father, Mr. Hubbard and Donna Cameron.

The band men really had a field day with their many visitors.

Backyard scenes: Hilda Alzana made her debut in L.A. on the high wire and was mighty happy to be on the wire again after her long months of convalescing. She got a little too ambitious and, while practicing on a low wire one day between shows, fell and broke her wrist. . . . Red Skelton was a busy man when he spent the afternoon in the backyard taking pictures of the performers on the show. Lulu was the victim of a double bucket shower when two bucket throwers missed their aim. . . . Many showfolks thrilled to the pictures of Lillian Leitzel and others when they were shown during the time the Codonas and Hamiltons entertained in Long Beach. . . . Jimmy Armstrong's face is still red since he lost his diaper in the westward whoa gag. . . . The Buick clown car, with a midget climbing out from under the hood at the finish of the gag, has the customers really laughing. . . . With our busy L.A. stand a thing of the past, we headed for the wild and woolly West and peaceful one and two-day stands. — MARY JANE MILLER.

Chester (Bobo) Barnett added two new Canadian Kerry Blue pups to his expanding group of canines and also debuted his new miniature automobile. Rex Ronstrom, who officially has adopted the title of the drumming haberdasher, and wife are working overtime filling the many mail orders for his handpainted circus neckties.

Jo Madison and several of the girls turned up with missing wardrobe which they left hanging in the dressing room between shows. Franzcisco fed the trailerites with good catches of salmon, and Ernie Wiswell returned to working over his movie film after several futile attempts on the briny deep. . . . Vicky Berosini's and Morris Gebhart's latest pastime is giving everyone "hot seats" with a charged automobile seat. . . . Peace and quiet reign in the men's dressing room once again—Macello Truzzi returned to school. — HAROLD BARNES.

Dailey Bros.

Baker, Ore., the writer's hometown, provided a perfect day, a good lot, a luncheon and dinner date and a full-time welcoming by old schoolmates and acquaintances, among these being Miss Gilfilan, the eighth grade schoolteacher, and Helen Stack, high school principal.

Boise, Idaho, taxed the nerves of the entire personnel in trying to provide seats for the overflow of customers for both shows.

A couple of the ladies on the show purchased handsome leather jackets in Twin Falls, Idaho. Several of the men purchased trunks to replace those the worse for wear. They are busily engaged in making top trays for them, suited to the needs of a trouper. Paul Pyle is directing work on a new center pole. We are wondering what band will be used for the christening.

Madge Snyder has taken the job of seamstress in the wardrobe department. The three younger members of Chief Yellow Eye's troupe have adopted a couple of pups. Harry Leonard and Ward Hall joined Milt Robbins's Side Show to do knife throwing, fire eating, vent and magic.

Wedding bells rang for Donna Knouff and Johnnie Mitchell.

We would rather some of the dressing room singers would dance. On second thought, however, maybe the dust is too deep for dancing.

Visitors: Walter Greb, Mr. and Mrs. Miller, Mr. and Mrs. Bill Beckwith, Dr. and Mrs. E. A. Ragle, Marion Heilner, Elizabeth Baer, Marcus Swan, Sylvia Savidge, Irene Meggs, Lem Smelcer, Kay Shaw, Wren Crisp, Mr. and Mrs. Archie Sicily, Mount Moore, Lita McKim and Dr. M. McKim.—HAZEL KING.

Bailey Bros.

The tour thru Oklahoma was good. Lawton, on Labor Day, gave with three packed houses.

Martha Meredith did a fine job in taking care of things during Mrs. Albert Powell's absence. The dog act has been working well for her. Mrs. Powell was in Louisville visiting her brother.

Fred Conley, comedian in the riding act, is an accomplished musician on the trombone and bass horn. Mr. and Mrs. Fred Marchetti joined Frank Francois's cook house. Jimmy Conley was visited by his aunts, Mrs. Fred Decker and Mrs. Jim Hamrick, both of Wichita Falls, Tex. Dan Meggs, general contracting agent, was down from Seminole, Okla., on business.

Thanks to Ted Bowman, C. F. A., for the snapshots. Francis Doran, annex attraction, and mother joined Charles Rourke's Side Show. Jane King and Shirley Ann Stevens help Freddie Conley and Hunkey Johnson pull paper every day. Fred Conley is out of the program with a broken collar bone, suffered during the night show at Ada. Bob Stevens and Guy Smuck spent the day visiting Cole Bros. at Denison, Tex.

Visitors: Mrs. Rue Enos and son, Phillip; Jimmy Crabtree, Mr. and Mrs. Pat Cishman (Cishman was Tom Mix's manager for 15 years and Mrs. Cishman, whose maiden name was Mildred Douglas, was world champion cowgirl for five years), Mr. and Mrs. Howard Suesz and daughter, Mary Ann; Mr. Gotkof, promoter for Clyde Bros.; Jack Morris, C. F. A., Oklahoma City; Johnnie Farthing, Ann Riddle; Tommy Chapman, musician and calliope player formerly of Miller Bros.' 101 Ranch, and Dr. B. F. Hughes.—ALBERT WHITE.

WANT CATCHER
FOR FLYING ACT.
Salary, $100.00 per week.
Act always working.
Write:
BOX D-56
THE BILLBOARD, CINCINNATI 22, O.

King Bros.

We have been trouping thru the mountains of Northern Alabama. This was the first circus to exhibit in Guntersville in 13 years. The next day in Cullman, the Johnny J. Denton Shows were across the street. There were many visitors at the matinee. Denton reports he is preparing to launch an ice show to play auditoriums. At Russellville the lot was four miles from town. Dales Bros. was exhibiting in nearby Florence, Ala. Deacon and Dave McIntosh and their wives, Doc Phillips and Mr. McDonald were among the visitors.

We Sundayed in Fayette, Ala., and found hotel facilities inadequate. As a result, many of the personnel spent the Sabbath in nearby Tuscaloosa. Jack Reeder, wrestler in the concert, went to Jackson, Miss., for a few days.

At Columbus, Miss., Oscar Bloom, owner of the Gold Medal Shows, not on the road this season, was on hand to greet us. Oscar is spending quite a bit of time on his plantation near Macon, Miss. He is dealing in war surplus material. Charles Underwood, local contractor for Cole Bros., visited.—SYLVIA GREGORY.

Clyde Beatty

The hot weather has let up finally, giving show personnel a chance to cool off. In Eldorado, Tex., Sugar Foot Williams, formerly with Ringling-Barum, spent a day on the show. Another recent visitor was Paul Conaway, Macon, Ga.

Billie Powell was on the sick list for a few days.

Shorty and Peggy Sylvester brought on their car and now are members of the highwayites. Sunday in Natchez, Miss., Huey Hart, of R-B, held open house for show personnel. Natchez also gave us the first rain in months.

At Baton Rouge, La., John W. Shideler, nephew of Merle Evans and former member of Evans's band, visited with Vic Robbins and sat in for a spell at the night show. Happy and Marie Loteo visited with Marvin Smith and the Side Show personnel.

Cliff DeWayne celebrated his birthday recently.

Fay and Rosie Alexander purchased a new station wagon. John Elliott returned from his trip to Hot Springs. Gentry Ballard again is presiding over the midway lunch wagon.—LAURENCE CROSS.

Polack Bros. Eastern

The Labor Day week-end was spent in Kingsport, Tenn. Despite an all-day rain Monday (6) we had two full houses. Both performances were presented in rainy-day wardrobe.

Henry Barrett promoted the date at Lexington, Ky., and he and his staff deserve a hand for a job well done. We showed on the trotting track at Lexington. Several of the performers gave a show for the crippled children at the Shrine Hospital. The street was blocked off and the kiddies wheeled out to the sidewalk. Madame Marie took one of her ponies thru the ward to the delight of the youngsters who were unable to leave their beds.

Two of the Wilson girls celebrated birthdays and received many beautiful gifts. They are thinking of opening a department store. Others marking birthdays were Ernest Del Rae and Adrianna, the latter driving to Sarasota to celebrate with her parents.

Nita and Pep Borza and Wanda Malikova are struggling with the three r's. They enrolled in a school in Lexington and will continue to enroll in schools in the towns booked. Trudy and Penny Wilson left to resume their school work.

Bill Green. our press agent, was on the sick list. Emil Pallenberg had seven stitches taken in his finger, the result of being clawed by a fu.

Helen Manley left the show. She will join the Macs, skating act, in New York.

Visitors: Marie Delbosq and daughter, Clara; the Tracys, Alec Konyot, Mac Steele and Gene Haerlin.

Carlos and Etta Carreon joined to work the Black Horse Troupe.—IRENE LAFFERTY.

UNDER THE MARQUEE

Faith King's Circus unit put on a performance for inmates of the State hospital at Elgin, Ill., recently.

The privilege car food isn't the thing—it's the gravy that counts.

Leo Francis, musical clown, worked the Hartford, Ky., Fair, September 9-11, where he also did his black face act, known as Daffy Dan, the Minstrel Man.

King Bros.' Circus has booked Sikeston, Mo., for October 15, making it the first org to play the town since Bailey Bros. appeared there in 1947, Doc Decker reports.

"The reason photogs like to take my picture," advised a clown, "is that I use a lithograph make-up."

Harold and Dorothy Rumbaugh, en route to their home in Everett, Wash., from Portsmouth, Va., visited Harry and Marge Chipman at Circus Inn, Yakima, Wash., recently.

Tony Arenz, a former circus man, visited Dales Bros. when that org played Morrilton, Ark., and promptly was put to work ballying the Side Show.

A slave to his job is a boss canvasman, who when walking thru a hickory grove thinks of nothing but tent stakes.

Billy Wilson writes that he enjoyed a field day recently in Columbus, Miss., when he put on his clown make-up once again to remind people of the town to vote for the school bond issue.

Howard King, formerly of King Bros.' Circus, is playing Western fairs with a Wild Life Show. He was recently visited at the Centralia (Wash.) Fair by Earl and May Peck, Tacoma, Wash., fans.

Nowadays the beauty of wanting to become a top canvasman is that there are plenty of opportunities to practice.

Hughie Fitz, clown juggler, and his three trick dogs were among feature free acts at the recent Woodstock, Conn., Fair. On the same bill were Mitzi Ray, contortionist, and Elwin, tramp juggler.

Bobby Hasson left Ringling-Barnum at the end of the Los Angeles date and returned East for an operation. He is in Ward 101, Newton D. Baker Veterans' Administration Center, Martinsburg, W. Va.

Orville (Whitey) Harris, white-face clown, who critically injured his right eye in the firecracker stunt last April, returned to his Detroit home from Mayo Bros.' Clinic, Rochester, Minn. He expects to return to Mayo's for a major eye operation in January.

A big gabfest was held at Albany, Ky., recently when Zora, feature of the Garden of Allah, visited Iris Gaskel, Phyllis Darling, Millie Sheets and Jerrie La Juce on Roger Bros.' Circus. It was their first meeting since 1940 when all were working niteries.

Among the leading front door pests is the native who wants to know if the same guy, name forgotten, that worked with the train crew last year is still with the show.

Miss Patricia, sword swallower; her husband, and Rasmus Neilsen, tattooed man and weight lifter, all of the Ringling show, were recent guests at the home of Mr. and Mrs. Owen Jensen in Los Angeles. Mrs. Jensen (Dainty Dotty) formerly was a fat lady with the Big Show.

When Mills Bros. played Columbia, Pa., its band was supplemented by a pair of local musicians, trombonist George Roye, who formerly played with Cole Bros., and Sonny Gable, 14, son of Charles H. Gable, managing editor of *The Columbia News*. Sonny plays the baritone sax.

"In circus biz," reports a psychiatrist, "a nightmare is a wild fantasy in which the victim dreams that he is on a hippodrome track participating in an opposition show's spec."

When Dailey Bros. played Wahpeton, N. D., Glenn Flint, member of the news staff on WDAY, Fargo, N. D., was on hand. He wrote a short feature about the show and it was broadcast on the station's top morning locally produced show, *Ernie Brevik Talks It Over*.

Terrell Jacobs' Wild Animal Circus was visited by many circus fans during its 10-day stand at Michigan State Fair. Visitors included Johnny Pack, Felix Padden, Tunis (Eddie) Stinson, Don Smith, Walter Pietschman, Mr. and Mrs. Herbert Head, John W. Young and Joseph Baker.

An old-timer claims that he still carries a grudge against the Adam Forepaugh Circus, but it's so long ago he can't remember why.

Johnny Morris has returned home to Greenville, S. C., after spending his vacation on Royal Bros.' Circus in Tennessee and Arkansas. Biz has been good. Morris had visits with Walter Heaton, Mickey Ellwood, Al Silva, Nate Rogers, Casa Lange and Charles Gary.

Old-timer's outstanding characteristic is his reluctance to admit that he can't take it like the youngsters.

DALES BROS.' CIRCUS
WANTED
Man and Wife for Cook House, operated with butane gas, and good sleeping quarters. Nice, pleasant work.
Greenville, 22; Andalusia, 23; Brewton, 24; Atmore, 25; all Alabama.

WANTED
Dog Act and Pony Drill for one day (unit if possible), Benton Harbor, Mich., Armory, Saturday, Oct. 9th. Wolcott of Toledo, Paul Lewis, Buck Lucas, wire if not booked for the day.
H. M. FAIRFIELD
General Delivery St. Joseph, Mich.

THANKS
To my many friends for their kindness in trying to locate my children.
TERRELL JACOBS
Terrell Jacobs Circus, Hutchinson, Kan.
P.S.: I hope to locate them some day.

RODEO AND WILD WEST ACTS WANTED
FOR MANILA, PHILIPPINE ISLANDS
Prefer Acts that double. Send photos, tell all you will do and state lowest in first letter. NO TIME TO DICKER. Show opens December. Round-trip transportation GUARANTEED. WRITE
S. R. O. RANCH
Terzene, Calif.

PHONE MEN
Experienced. Good deal, year round work. Contact
K. P. NEWCOMB
Hotel Tulane, Nashville, Tenn., immediately.

AL G. KELLY AND MILLER BROS.' CIRCUS
WANTS AT ONCE
Boss Canvas Men. Year round job to the right men. Also need Working Men, Truck Drivers and Cook House Help.
Per Route: Nebraska City, Nebr., Sept. 23; Pawnee City, Nebr., 24; Rockport, Mo., 25; Albany, Mo., 27; Cameron, Mo., 28; Lexington, Mo., 29.

WANTED
High Pole Act, Trick Riders, Novelty Circus Acts. Marion Wallick, answer. For Simcoe, Ontario, Oct. 4-8. Girls for High School, Jumps, Trick Riding, Candy Floss. Several dates following for those preferred.
Steele's Cavalcade of Stars
Morrisburg, Sept. 20-21; Gananoque, 22-26; Picton, 27-28; all Ontario, Canada.

ELASTIC NET OPERA HOSE
Black, Suntan and White, $4.85. Elastic Net Tights, $7.50. Rhinestones and Settings, Metal Spangles, all sizes and colors. Chainette Fringes. Other items. Folder? Yes.
C. GUYETTE
348 W. 45th St., New York 18, N. Y.
Phone: Circle 6-4137

BABY ELEPHANTS
BLACK PANTHERS—BLACK COBRAS
Orangutans, Leopards, Gibbons, Camels, Llamas, Yaks, Water Buffalo, Lions, Tigers, etc. Animals, Birds and Reptiles from all the world.
WORLD JUNGLE COMPOUND
Thousand Oaks, California

WANTED
TELEPHONE MEN
Contact
JOHN REED
Representative Clyde Bros.' Circus
Feest Hotel Rockford, Ill.

ATTENTION, PHONEMEN
WHO WANT TO WORK STEADY — NO LAY-OFFS
MUST BE FIRST CLASS — MUST BE GENTLEMEN
CONTACT
JAMES RISON
POLACK BROS.' CIRCUS
BOUMI SHRINE TEMPLE — 11 W. MT. VERNON PLACE, BALTIMORE, MD.
NO COLLECT CALLS PLEASE

WANTED
Man capable of framing push ball act, including training of horses, purchasing equipment, and, in fact, I want you to take full charge.
B. C. DAVENPORT
c/o Dailey Bros.' Circus, Cheyenne, Wyo., Sept. 21; Greeley, Colo., 22; Ft. Collins, 23; Boulder, 24; Colorado Springs, 25; or per route.

CNE POST-SEASON CONFAB?

Parkmen Seek Okay in Dec.

Huedepohl and others believe few days in Toronto would prove beneficial

CHICAGO, Sept. 18.—When the National Association of Amusement Parks, Pools and Beaches (NAAPPB) gathers in Chicago in December for its annual convention, one of the items of business will be whether the park men should hold an official post-season meeting in Toronto during the final days of the Canadian National Exhibition.

Paul H. Huedepohl, executive secretary of the NAAPPB, who with a host of other park men, spent several days at the CNE this year, believes such a meeting would be beneficial to all park men.

"Each year more and more park men, ride operators and manufacturers are making the CNE a must on their program," Huedepohl said, "and it was the consensus this year that it would be much better if a definite visiting time was set by the association. In this way all the park men would be on the scene at the same time.

Would Prove Beneficial

"It would be a post-season meeting and would, I believe, prove of great benefit to all of us. Patty and Frank Conklin and Elwood Hughes, who incidentally already have gone on record that we can count on them for full co-operation on such a meeting, have built the CNE into one of the outstanding exhibitions in the business. The midway is really something to see, as everyone will agree. And, without a doubt, they have the last word in riding devices and games."

Huedepohl believes that with park men on the spot and informal gatherings scheduled on the various phases of the exhibition, a great deal could be accomplished.

60 Visited This Year

"I would venture a guess that upwards of 60 park men, ride manufacturers and ride operators attended the event at various times this year," Huedepohl said. "That in itself proves they believe there is something to see and learn at Toronto. Much more could be seen and learned if a definite time was set so that all park men would be there at the same time."

Huedepohl pointed out, for instance, that next year the Pennsylvania park meeting is scheduled at Conneaut Lake Park, Pa., which is only about 165 miles, as the crow flies, from Toronto. This meeting will be attended by park men not only from Pennsylvania, Huedepohl said, but those from all over the East and a goodly number from the Midwest.

Highly in Favor

While the NAAPPB secretary made it plain that he was speaking only for himself on this matter and that official action would have to come from the membership itself at the December confab of NAAPPB, he also made it plain he is highly in favor of the Toronto gathering.

"And so were the other park men with whom I talked at Toronto," he concluded.

HARRY J. BATT, managing director of Pontchartrain Beach, New Orleans, was host at a luncheon when Jimmie Johnson, owner of Playland Park, San Antonio, and John H. Delaporte, Playland manager, visited Pontchartrain. Also a guest at the luncheon was George Givot, known professionally as Parkyakarkus, who opened at the Prevue Cocktail Lounge in New Orleans, and Gar Moore, public relations director at Pontchartrain. Left to right are Delaporte, Givot, Batt, Johnson and Moore.

Demo Picnic Helps Riverview Wind Up Ahead of Last Year

CHICAGO, Sept. 18.—Riverview Park closed its '48 season here Sunday (12) and a final tabulation shows attendance was slightly over last year, thanks to the Democratic picnic which helped attract a huge crowd.

Chicago newspapers estimated 125,000 persons went thru the turnstiles, but those closer to the situation figured the crowd at around 80,000.

One thing is certain, and that is it was a big day at Riverview. Rides, shows and concessions were busy all day, from about 10:30 a.m. to midnight. Rides, especially, did well. One observer said he didn't believe there was a ride on the grounds that didn't have a waiting line all the time.

George Schmidt, president-general manager of Riverview, said, "We had too much business." He reported that all park employees started a two-week vacation Monday (13). Following the vacation period, work will begin on the general refurbishing program.

Eastern Play Spots Shutting Off Lights

NEW YORK, Sept. 18.—Most parks in this area closed their seasons Sunday (12), including the two largest, Olympic (Irvington, N. J.) and Palisades (Cliffside, N. J.).

Weather over the week-end was ideal, and all resorts drew good post-season crowds. Coney Island estimated Sunday's turnout at 800,000; Rockaway Beach, 250,000, which brought it's season's total close to 30,000,000, and Jones Beach had 55,000.

Coney's annual Mardi Gras ends tonight. Rockaway's Playland put on a grand finale week, with special events each night, including name bands and circus free acts.

In Hershey, Pa., Hershey Park called it a season Sunday (12), with Guy Lombardo's ork the attraction Saturday (11) night and Pottstown (Pa.) Band giving two concerts Sunday.

Ragan Quits Macon Post

MACON, Ga., Sept. 18.—W. C. (Bill) Ragan, operator of the city-owned amusement park here, has resigned his position as vice-president of the Macon Exchange Club. Ill health was given as the reason.

Carroll Skeds Pro Football For Riverside

SPRINGFIELD, Mass., Sept. 18.—Edward J. Carroll, owner-operator of Riverside Park and the new Riverside Park Stadium at near-by Agawam, will add pro football to his activities thru conclusion of a deal Tuesday (14) by which he acquires control of the Staten Island (N. Y.) Stapletons, pro football aggregation.

The Staten Island team becomes the Springfield member of the New England Professional Football Conference and will play only under the Springfield banner. Local games will take place at Carroll's new stadium, adjoining his park at Agawam, which has served for midget auto and motorcycle races and special events.

32,000 Click Gates For Celoron Closer

JAMESTOWN, N. Y., Sept. 18.—A record crowd of 32,000 turned out for the closing of Celoron Park here Labor Day, Operator Harry A. Illions reporting that a huge crowd jammed Pier Ballroom to hear the Tommy Dorsey orchestra. The ballroom operates the year-round with semi-name and name bands.

Celoron drew another crowd of 15,000 August 29 when the Knox Glass Associates, Inc., held a picnic at the park and offered the firm's 96-piece band plus six majorettes as special attraction. Illions reported the band a distinct hit with the public. He considered the band's appearance an unusual gesture of good will, as firm officials have never permitted the band to appear in public on Sundays.

Revere Beach Gets Kiddie Fun Center

REVERE, Mass., Sept. 18.—For the first time in its 50-year history, Revere Beach has an area devoted exclusively to children.

The center is known as Hurley's Kiddie Park. It is on the site of the old Hurley's Hurdlers Building.

Owned and operated by William F. Hurley and his son, William H., the center was built last winter, replacing the old Hurley structure, destroyed by a November fire.

Featured are a Kiddie Merry-Go-Round, Auto Ride, Boat Ride, Whip, miniature train, Ferris Wheel, refreshment stands and games.

N. Y. Coney's Mardi Gras Clicks Okay

Weather Kind; Biz Fair

NEW YORK, Sept. 18.—Coney Island's Golden Jubilee Mardi Gras week ends today with the annual baby parade along Surf Avenue this afternoon. Weather was kind this week to Coney Island, albeit a bit cool at night, which pleased the marching groups in the parades but added little to the cash boxes. Transportation lines, food and drink spots were the ones reaping the most benefit from the wind-up festivities but, of course, rides, shows and concessions—especially those along Surf Avenue and the Bowery—did get some play.

Usual Sked

Schedule of nightly parades along Surf Avenue followed the usual annual formula, leading off with Police Night, Monday (13); Firemen's Night, Tuesday (14); Army, Army Air Forces and Vets of Foreign Wars, Wednesday (15); Knights of Columbus, Catholic War Vets and Sanitation Department, Thursday (16), and Kings County American Legion, Friday night (17).

Floats in this year's parades were much better than those seen at Coney's Mardi Gras in recent years. As usual they practically all bore bevies of cuties, but this year the majority of the girls were quite tastefully—and amply—gowned, with only a small number glorifying scanty-pantied bathing beauties. Two of the floats passed up girls by substituting mechanical gadgets, the most unusual being a large float with a facsimile amusement park with a king-size Coaster, parachute tower and a Ferris Wheel that rotated.

Clown Cut-Outs Float

The second novel float had a whole flock of large clown cut-outs that kept up an endless parade around an oval center piece on the float. In all there were 15 large floats in each parade, but the various organizations in line, such as the police, firemen, sanitation department and the armed forces, had cars and motorized equipment in line in their parades. As this was part of New York's Golden Jubilee Celebration, all parades had divisions given over to groups dolled up in Gay '90's garb and riding in ancient vehicles of various sorts.

Smallest turnout was Monday, with about 300,000 kibitzers along Surf Avenue, but remainder of the week the nightly crowds averaged around 400,000, slightly less than last year. Good weather today will probably bring out the peak crowd of the week.

Labor Day Week-End Biz Aids Mission Beach Ops

MISSION BEACH, Calif., Sept. 18.—A week-end Labor Day crowd of 29,000 helped pull beach concessionaires out of the red following one of the worst summers in years. Figures are estimated at 10,000 Saturday and 8,000 Sunday and Monday. Usual beach attendance, however, averages 15,000 for Saturday and 12,000 for Sunday and Monday.

A spokesman for amusement zone interests said he hoped that a hot September and the lessening of the polio scare would help bolster sagging grosses.

Holiday Draw At Sandy Beach Proves Winner

RUSSELLS POINT, O., Sept. 18.—The Labor Day week-end draw for Sandy Beach Park here hit the 60,000 mark, according to Lew Platt, promotion manager. Biggest day of the three was Sunday (5), with 25,000 persons on hand.

"We had a turnover of at least 5,000 people for park plan dancing that night in Moonlight Terrace. It was the second biggest night for our park plan set-up with the house band—Hank Armantrout—in 12 years," Platt said. Biggest day at the ballroom for a non-name attraction was July 4, 1947.

For the season, Sandy Beach finished ahead of last year. The reason for this, according to Platt, was the addition of such rides as the miniature train, kiddie boat ride, new red, white and blue fleet boats and several others. "We played 16 name attractions in the ballroom and most of them did great. Vaughn Monroe did top one-night business and Tommy Dorsey, Tex Beneke, Stan Kenton, Guy Lombardo and Sammy Kaye turned in big grosses. Charlie Spivak, Johnny Long, Gene Krupa and Dick Jurgens also did well, Platt said.

The improvement program, which was started last spring, continues. Last spring Moonlight Terrace was beautified, new tables and chairs added to the terraces and a new picnic shelter erected.

Sandy Beach closed for the season Sunday (12). The New York Central Railroad brought in several trainloads of employees for its annual picnic. Ted Weems and his orchestra played Sunday night in the Moonlight Terrace, drawing 1,400 persons.

Kennywood's '48 Gross About Even With Last Year

PITTSBURGH, Sept. 18.—With three more operating days this year and a heavier picnic schedule, Kennywood Park equaled last year's gross, A. B. McSwigan, park owner, reported.

Regarding Labor Day week-end attendance, he said it was off this year because of weather, spot getting rain twice Labor Day.

Harris Inks Pact To Run Four Rides at Fort Worth

FORT WORTH, Sept. 18.—P. E. Harris has signed a three-year lease to operate four rides and concessions in city-owned Sylvania Park here.

Pact calls for the operation of a Kiddie Rocket, a Kiddie Car ride, a miniature steam train and a Merry-Go-Round. Harris is operating two now, and the other two are to be added next year.

NATIONAL SHOWMEN'S ASSOCIATION

GREETS YOU

You are eligible to Membership in this festest growing showmen's organization if you ere a showman or effilieted with the amusement business. Clubrooms in the center of the amusement world.

Meetings 2nd end 4th
Wednesday each month
Pelece Theatre Building,
1564 Broadway,
New York 19, N. Y.

Mostly everyone of the Eastern amusement family is a member. Are you?

Write For information.

Initiation $10.00
Dues .... $10.00 Yearly

Pennsy Ops Celebrate Good Biz, Hit Jackpots at Annual Meeting

SUNBURY, Pa., Sept. 18.—Members of the Pennsylvania Amusement Parks Association attending their 14th annual meeting at Roman Spangler's Rolling Green Park here were, on the whole, celebrating a very good season. Reports indicated that while many units were down the increased gross of others made up for the deficiencies. Some ops reported that the take of major rides was off but the gross of refreshment stands and concessions was up.

Altho their arrival was counted on right up to the fireworks which signaled the end of the meeting, neither Henry Bowen, of Whalom Park, Fitchburg, Mass., nor John Logan Campbell, park insurance consultant, of Baltimore, appeared. E. E. Freeland, of Conneaut Lake, was unable to be on hand for his election as president because of illness.

Jackpots Plentiful

Many of those attending the meeting were on hand Wednesday night (8) and joined an impromptu party at the Sunbury Country Club which is adjacent to the park. The club extended its facilities gratis. Altho the money spent at the bar was considerable, it may well be equaled when the jackpots won by the guests are tabulated. Ed Schott, Coney Island, Cincinnati, and president of the National Association of Amusement Parks, Pools and Beaches (NAAPPB), won a $50 jackpot in partnership with Herb Schmeck, of the Philadelphia Toboggan Company.

Harry Cooke, of Cooke & Rose Theatrical Agency, Lancaster, Pa., was in attendance during the day but left to be on hand for the presentation of his night grandstand revue at the Lehighton (Pa.) Fair. He reported excellent business there and at most other annuals contracted by his office.

Representing the New England Association of Amusement Parks and Beaches were Treasurer and Mrs. Wallace St. C. Jones, of the William Berry Company, Boston. Secretary and Mrs. Paul H. Huedepohl, of the NAAPPB, Chicago, arrived via Toronto where they attended the Canadian National Exhibition. Paul is hopeful that a post-season meeting, to be held in Toronto during the staging of the exhibition, may be worked out.

Natural Setting

The natural surroundings of Rolling Green and its well cared for amusement devices make it ideal for the social, fraternal and industrial outings in which it specializes. Roman Jr. was on hand this season to assist his father. He was last with the Civil Aeronautics Authority after serving as a pilot in the war.

Most traveled person on hand, as usual, was Bill de L'horbe Jr., of the National Amusement Device Company, Dayton, O., who arrived via a few hours at home from Birmingham.

Bill and Sadie Wendler, of the Allan Herschell Company, North Tonawanda, N. Y., were combining business with pleasure and planned to take it easy for a few days before heading back home. Earlier in the week they hosted the Huedepohls on their new boat for a cruise on Lake Erie.

B. A. Schiff, of Miami, reported that he had sold 35 of his kiddie boat rides this season and had only skimmed the market. He planned to hurry home to Miami to catch up on production.

Tivoli Reaches 100,000,000

COPENHAGEN, Sept. 18.—Denmark's top park, Tivoli, located in the business center here, registered its 100,000,000th patron shortly before the end of this year's season, which runs from May to early September. The Tivoli, which offers all types of shows, from circus to opera, as well as fine restaurants and major rides chalked close to 3,000,000 people this season.

Personnel of Knoebel's Grove, Elysburg, Pa., were guests at a chicken and clam dinner in the new Alamo Restaurant there September 11. Night's program was planned and sponsored by the Auman brothers, eatery's managers, and Frank Burholder, Penny Arcade and Playland operator at the spot. Over 125 dinners were served. Following the banquet movies of the grove were shown by Lawrence L. Knoebel, grove manager. Honor guests included Daniel Mowery, local banker, and Edwin Bloom. Principal speakers included H. H. Knoebel. Walter Auman emseed.

Suburban Park's '48 Biz Off 20 Per Cent From '47

MANLIUS, N. Y., Sept. 18.—Business at Suburban Park this season was off about 20 per cent from a year ago, Fred W. Searle, owner, reports. The drop, Searle says, was due partly to the cold, wet weather in May and June. Too, Searle said, spending was noticeably down this year. Children's rides and refreshments held up best, he said.

Labor Day business was off about 25 per cent. The decrease, Searle said, was due to so many local celebrations near by. "We didn't have fireworks this year, as in the past, and that may have hurt, too," Searle said.

Stadium Seating 15,000 Planned at Sunland, Calif.

SUNLAND, Calif., Sept. 18.—Plans for a new outdoor concert stage and stadium similar to the Hollywood Bowl and with a seating capacity of 15,000 are being formulated here, with a 3½-acre site already donated by a local resident.

In addition to staging musical events, the bowl also will be used for any type show that would fit on the outdoor stage. Project is under the sponsorship of the Sunland-Tujuña Bowl Association.

Sacco Books Hot Springs

CHICAGO, Sept. 18. — Tommy Sacco, Chicago booker, announced he has signed to furnish the attractions for Playland, Inc., at Hot Springs. Attractions already signed include Lewis Bros.' Circus, October 1-3; Jimmie Lynch's Thrill Show, October 10, and the White Horse Troupe, October 22-24.

FOR SALE

SHADY GROVE PARK

Includes I Office Building, I Double House, 2 Single Houses, together with 26½ acres of land, partly timber land, Swimming Pool, capacity 2,000,000 gallons of water, third largest pool in State, with filtering plant, bath house, first aid house, repair shop and tools. Also enclosed combination Dance Hall and Skating Rink which can accommodate 3,000 people. RECREATION FACILITIES: Rides: Merry-Go-Round, Butterfly, Seaplane, Ferris Wheel, Miniature Train, 3 large picnic pavilions, 14 concession stands. Well located, good highway, street car facilities. For information inquire

MIKE CABOT
At 169 Connellsville St.
Uniontown, Pa.

WANT

CHOICE LOCATIONS IN AMUSEMENT PARK OR RESORT AREA

Available immediately or for 1949 season:

COMPLETE AMUSEMENT ARCADE
POKERINO TABLES
FASCINATION—50 UNIT GROUP GAME

Established for 30 Years
Excellent References

NATHAN FABER & CO., INC.
148-16 ROCKAWAY BEACH BLVD.
ROCKAWAY BEACH, NEW YORK
Telephone: Belle Harbor 5-0379

Gasoline Motor Boats For Sale At Sacrifice Prices

Made by former U. S. Govt. Engineers. The best value money can buy.

ROTO WHIP

Grand new, never used, factory guaranteed. Must sacrifice on account of sickness, $1,650.00.

CONEY ISLAND AMUSEMENT SYNDICATE
541 SURF AVE., CONEY ISLAND, N. Y.
ES 2-7274

AMPHIBIOUS DUCK FOR SALE

SURPLUS

Motor, tires, hull in fina condition. An attraction and monay maker offared for quick sale at a bargain. Look this one over before you buy any.

BEACHLAND ROLLER RINK
Racine, Wis.

AMUSEMENT PARK

On Gulf of Mexico

Fully equipped, ideal arrangement, operating profitably, $275,000 inventory. Trade for tourist court, hotel, office building, coin machine route or sell reasonably. $45,000 will handle.

OWNER, Box 208, Wichita Falls, Texas.

MINIATURE TRAINS

Steam driven coal burner, Pacific 4-6-2 type, 14⅛" gauge, 2 cars, 40 passenger cap., $8,250.00. Diesel type gas driven, 42 passenger streamliner, $9,500.00. 7 and 12 lb. Rail for sale. Write

BOX 212, BUZZARDS BAY, MASS.

Another TINY POWER Steam Miniature Train

Now building 16" gauge, 150 lb. boiler pressure, Atlantic type, angine and tender weight approximately 4 tons. Cars have seats 32" wida, 13" from floor, comfortable for two grownups to seat. 3 or more cars to train with capacity of 10 grownups or 15 kiddies to the car. Engine will haul up to 8 cars. For parks or resorts—without doubt the finest steam miniature trains in America. If you are seriously interested, $2.00 will bring 4 large gloss photos, data sheets, tarms, atc., the $2.00 returnable if photos, etc., are returned.
The TINY POWER train now working in Ft. Worth, Texas, is grossing from $500.00 to $800.00 per week. TINY POWER is designed and manufactured by:

CHAS. V. ARNOLD
Philomath, Ore.

BAD START HURTS BROCKTON

Natives Lose Food Stands

Banished church groups, others resent swallowing of all privileges

BROCKTON, Mass., Sept. 18.—A renovated Brockton Fair, celebrating its diamond jubilee, crawled toward an inauspicious ending today as the result of a bad start. Daily attendance figures have all been under last year. The pari-mutuel betting handle has also been off and the midway has been in the doldrums.

The fair earned disfavor when it banished all food and drink stands to take over that department and placed the entire operation under the management of Bush-Laube concessions. A number of individuals, companies and church groups exited with crys of anguish that were heard and apparently heeded by many potential patrons. Aggravating the initial hurt was the food policy in effect the first two days. The food offered consisted of hot dogs or full-course dinners at $1.50. There were no in-between offerings, not even hamburgers. Sandwiches were said to be unavailable.

George Bush, on the scene personally, rectified the situation as soon as he possibly could in so vast an operation. Thruout most of the week a wide variety of food has been offered at moderate prices: 25 cents for soup, $1 for roast beef dinners. Still the public was given a chance to holler, and it will take some time and top-notch public relations to erase the harm, both real and imagined.

Model System

The new system of purveying food is a model of attractive, clean and efficient handling which is sure to attract more than ordinary interest by other fair men. The costly undertaking involved the construction of uniform stainless steel grab joints and four cafeteria-type restaurants. The equipment is modern and sanitary, and the operation is a vast improvement over the former hodge-podge system.

Secretary Frank H. Kingman is certain that the fair will gain materially from the move. The public, altho largely unwilling to accept it, is benefiting from a standpoint of sanitation.

Wasted in part this year was the finest weather this annual has had in a long time. Today, closing Saturday, traditionally the biggest day, is warm and clear and a big turnout could make the difference between a mediocre showing and a good one, all things considered.

A good grandstand show suffered somewhat thru lack of inadequate staging facilities. The stage, which is rolled across the track to the paddock, is incomplete. The show, inked by Al Martin, of Boston, included a line of Hal Sands Girls (16), the Lang Troupe; the Vikings, vocalists; Watkin's chimps; Lalage, aerialist; Sylvia Manon Trio; Briants, pantomine; Shyrettos, cyclists; the Pitchmen, comedy; Sol Solomon, high diver; Gene Barry, vocalist, and Frank Fontaine, emsee. Chet Nelson conducted the ork.

The Jimmie Lynch Death Dodgers packed the stand opening Saturday and Sunday (11). Kids' Day, Monday (12), was big. The bangtails were on the track for the remainder of the engagement.

N. Y. Heavy on Cattle, Light On Attractions and Attendance

SYRACUSE, Sept. 18.—New York State's Limited State Fair, which ended its five-day run last night, was credited with being one of the best cattle shows ever held in this State but drew meager attendance. Half of the fairgrounds and exhibition halls were utilized, and amusements were limited to night rodeo performances. The result was that the public did not turn out.

While the fair did not get under way until Monday (13), Diamond B (Lew Blackmon) Rodeo put on a performance at the grounds Sunday night (12), drawing a gate of 1,975 paid admissions. In addition to Blackmon's show, Woolford's Dachshunds were presented at rodeo performances.

New York's first State fair in seven years got off to a poor start with 4,001 paid admissions (fair and rodeo), according to Bligh A. Dodds, director. Opening day of the last State fair, in 1941, drew more than 40,000. Attendance crept up to 4,341 Tuesday and reached 5,203 Wednesday. Final paid figures—not including Friday night's (17) rodeo—were 21,429. Grand total is expected to be 24,000.

While Dodds and C. Chester DuMond, State commissioner of agriculture, expressed hope that a bigger and better State fair would be held next year, neither of them offered assurance that such would be the case.

Allegan, Mich., Record-Bound

Attendance, grandstand marks certain to tumble—kids' day sets new high

ALLEGAN, Mich., Sept. 18.—The Allegan County Fair, which closes its six-day run here tonight, was on its merry way Friday (17) to all-time front gate and grandstand records.

Fair execs estimated that, if the weather holds good thru the finish, the paid gate will hit 90,000, as compared to the previous peak of 73,000. Only weather blemish in the nearly five days of the fair was a slight rain Wednesday (15).

Two night performances, instead of an afternoon and night performance, by Jimmie Lynch's Death Dodgers were tried Monday (13), and they scored solidly, playing to capacity. Tuesday (14), Children's Day, proved the biggest for that day in the history of the fair. The rain of early Wednesday morning was followed by clear skies at noon, and the harness horse races, in for the last four afternoons, went on as scheduled.

The night grandstand bill, consisting of Ernie Young's *State Fair Revue*, plus acts, scored solidly in front of the grandstand, piling up a record-breaking patronage. Five hundred chairs were pressed into service Wednesday and Thursday (15-16) to accommodate the overflow from the 3,000-capacity grandstand.

Acts offered by Young include Sonny Moore's dogs, Clark and Bailey, jugglers; Dennis and Darlene, singers; the Four Morroccans, tumblers; Don Dotson's monkeys; the Five Charm Singers; Claude, Ross and Andre, comedy dancers; Francisco and Delores, perch; Jack Meyand, unicycle; the Siegrist Troupe, flying act; the Four Willys, jugglers, and the Klines, rube act. Dick Ware emseed and Frank Furiett led the ork.

Oxford Equals 1947 Gate

NORWAY, Me., Sept. 18.—Oxford County Fair ends its six-day run today, chalking up attendance equal to last year's. Principal entertainment was vaude shows, fireworks and the Merit Shows on the midway. Pari-mutuel handles indicate that opening day attendance was light with a peak hit Wednesday (15). Tuesday the grandstand was half full. Wednesday the turnout was good. Pari-mutuel handle the first four days was $171,489, slightly above last year's figure.

PNE Talks '49 As '48 Crowds Total 644,237

VANCOUVER, B. C., Sept. 18.—Buoyed by the 644,237 paid admissions at this year's 11-day Pacific National Exhibition here, PNE directors this week began laying plans for expansion and improvement of the 1949 event.

Directors formulated plans in a conference with Harlan Batholomew, St. Lous, planning expert, whose firm has been retained to advise the board concerning exhibition plant improvements.

Talk Major Developments

"There will be some major developments at Hastings Park during the next five years, with the co-operation of the provincial and federal governments," Prof. H. M. King, board president, said. Currently under study for improvement are the roadways, parking facilities and the race track infield.

Attendance Labor Day (6), closing days, totaled 103,426, as against 130,000 on the same day in 1947, when 566,961 paid to view the seven-day run. Final tabulations revealed 644,237 paid to witness this year's event.

The rainest weather in the history of the event prevailed, according to Ben V. Williams, general manager, who said, "Had the weather been okay, or had there been a maximum of two or three damp days, the attendance figures would have hit the 600,000 mark."

Grosses Down, But Okay

The midway, featuring George Hiscock's Ziegler Shows, Happyland Shows and concessions and hundreds of independent concessions, suffered from the weather, as did all outdoor attractions. Their respective grosses failed even to approach the big take registered in 1947, and few failed to get out of the red.

Indoor shows, notably the Forum Attractions, did capacity and turnaway biz thruout the 11 days. Jimmy Durante show, *Cafe Umbriago*, jammed them in at the Forum the first four days, with four performances each day. Polack Bros.' Circus turned 'em away at virtually every show during the final seven days in the same location.

CNE Crowds Set New High Of 2,612,000

Olsen-Johnson Inked for '49

TORONTO, Sept. 18.—Canadian National Exhibition drew a record 2,612,000 during its 14-day run ending Saturday (11), final tabulation disclosed. The previous peak was 2,360,500, set a year ago. Nine one-day gate marks went by the boards.

Night grandstand show, featuring Olsen and Johnson, played to 322,000 persons. This figure is 14,000 more than the actual seating capacity of the new grandstand for the 14 nights, the overflow having spilled out on the track on several occasions.

Olsen, Johnson to Return

Olsen and Johnson again will be featured in the night grandstand show next year, General Manager Elwood A. Hughes announced. So, too, will Myra Nirshka, ballet butterfly dancer.

A move to extend the 1949 exhibition to three weeks now is under way. Mayor H. E. McCullum made the suggestion at the final directors' luncheon. He pointed out that many persons who attended this year's CNE were unable to see the major attractions and added a longer run would make it possible for all fairgoers to take in the outstanding features.

Urges New Buildings

The mayor also urged the erection of a huge auditorium on the CNE grounds, maintaining that such a building could be used to house major conventions thruout the year. He added that Toronto has been losing conventions because of the lack of a big auditorium.

He also recommended that Stanley Barracks be removed from its present position and that its site be used for the erection of a new administration building. The mayor also urged the erection of a building to accommodate the needs of the women's department, facilities for which have been scattered thruout the grounds.

Attendance for '48 Neb. Annual Near '47 Mark

LINCOLN, Neb., Sept. 18.—Final figures on the Nebraska State Fair, which closed its six-day run here Friday (10), put attendance at close to the 200,000 mark of the previous year. Rain the first two days hurt, but this loss was regained the final day.

An all-time attendance high for a Friday was recorded closing day. The 14,000-capacity grandstand was filled to overflowing both afternoon and night, with 16,000 paying in the afternoon to see big car auto races and a similar crowd at night to see Jimmie Lynch's Death Dodgers. The auto races were staged by National Speedways (Al Sweeney and Gaylord White).

JUDY CANOVA

Breaks All Records

MICHIGAN STATE FAIR COLISEUM

DETROIT, MICHIGAN

WILL SEE YOU AT THE CHICAGO CONVENTION

For Further Information, Write 360 North Camden Drive, Beverly Hills, Calif.

2 PENNSY BIGGIES DRAW BIG

Reading Goes Ahead of '47

Tommy Dorsey, Johnny Olsen head entertainment bill—cele fails to hurt

READING, Pa., Sept. 18. — Unhampered by the Reading-Berks County Centennial which fizzled to a premature ending less than two weeks ago, the Reading Fair, favored by excellent weather, was sailing along a few percentage points ahead of last year as it headed into its final sessions. The month-long centennial doings played a notable blank with only Eddie Cantor, among the dozen or more top names contracted, attracting enough paid customers to boost his seg into the success bracket.

The fair's talent program has been fairing much better, with capacity grandstand crowds the rule. Tommy Dorsey and his ork and Johnny Olsen, American Broadcasting Company (ABC) audience participation and giveaway program emsee, got off to a slow start but their total estimated cost of $17,000 can be charged off to the fair's long-range promotional program if the gross falls to cover the nut, John S. Giles, president, said. Dorsey is holding forth nightly for dancing at $1 a head in the roller rink after appearing in front of the grandstand Sunday and Monday nights (11-12).

The Olsen show is staged each afternoon in the rink with the audience vying for $1,000 worth of prizes. The

(See Excellent Weather on page 62)

Ideal Weather Paves Way For Record at Spencer, Ia.

SPENCER, Ia., Sept. 18.—Ideal weather thru the first five days of a six-day run, which closes tonight, sent the Clay County Fair well on its way to a record-breaker. Thru Friday (17), with the big day still to go, only about 15,000 attendance was needed to match last year's record-setting count of slightly over 200,000 for the full run.

With big car auto races, always a powerful lure here, as the big attraction today, the fair was regarded as a cinch to surpass last year's attendance by anywhere from 15,000 to 25,000.

Grandstand business thru Friday also was up from the peak year. The night grandstand was particularly strong, showing a marked increase over last year. The afternoon grandstand also was up. Featured Monday was Frank Winkley's Thrill Show, plus Capt. George Waltz, airplane stunter. Big car races, also presented by Winkley, were staged Tuesday, with harness horse races in for three afternoons, beginning Wednesday.

Thursday (16) accounted for a turnout of 42,000, the largest for that day in the history of the fair.

On the midway the Hennies Bros.' Shows piled up a ride and show gross of close to that it registered here last year.

Outstanding features of the fair include an exhibit of farm machinery believed one-third larger than any similar display in the history of the event.

Bill Woods is serving his first year as secretary of the fair.

Anderson, Calif., Crowds Hit 15,000 To Top 1947

ANDERSON, Calif., Sept. 18.—An estimated crowd of 15,000 attended the Shasta County Fair, which wound up a four-day run Sunday (12).

From the standpoint of attendance and number of exhibits, it was the most successful fair to date. Last year's event drew 13,000.

Midwest Bonanza For Sweeney-White Auto Race Combo

CHICAGO, Sept. 18.—Big car automobile races presented at Midwest fairs by the National Speedways (Al Sweeney and Gaylor White) have been accounting for huge crowds. In several instances, all-time fair records have been established.

At the Nebraska State Fair, Lincoln, the Sweeney-White combo Friday (10) presented speed events to a paid crowd of 18,000. The stands at Lincoln seat 14,000. Some 4,000 paid for standing room and many were turned away.

At the Northwest Missouri State Fair, Bethany, Thursday (9) Sweeney and White ran up a new record, with more than 10,000 taking in the speed events there.

Business on the whole for Sweeney and White has been good. Only really bad weather was encountered at Huron, S. D., when a heavy rain fell until early afternoon, putting off the races until 4:30 p.m.

York Heads For Records

Night show advance sale puts 64G in till — 76G grandstand stage unveiled

By Jim McHugh

YORK, Pa., Sept. 18.—Sparked by a terrific $64,000 advance grandstand sale and favored by ideal weather, the York Interstate Fair was virtually assured of setting new records in several of its departments prior to shuttering tonight.

Altho final attendance figures are not yet available the crowds are certainly bigger than last year when polio took its toll. Published reports following Tuesday's (14) preem listed the initial crowd at 80,000, perhaps half of which were children, admitted free. The gates were closed to all cars early in the evening and the midway and exhibit areas were jammed.

Wednesday (15) another hefty crowd turned out. A sampling of people, drawn by lot from the capacity grandstand crowd, pointed up the notable drawing power of this annual since all but a few resided 20 miles or more from York. Philadelphia and Baltimore were well represented.

New Stage in Use

The new $76,000 all-weather grandstand stage was used for the first time and won the plaudits of all fair folks and showmen in attendance. The stage, which was devised and constructed under the supervision of Samuel S. Lewis, president and general manager, is 175 feet wide and 80 feet deep. Front posts located 17 feet back from the edge of the stage, support a cantilever beam which extends 18 feet out over the track beyond the line of the stage. As a result perfect vision from any part of the grandstand is assured and, at the same time, it will be virtually impossible for adverse weather to necessitate canceling a grandstand show. Grandstand tickets are not redeemable since a show, even tho it may vary with the announced program, will be presented.

The sides and back of the stage are protected by canvas side walls which, along with all scenic effects, are hoisted up to the roof and out of sight within a half hour. With the stage cleared the grandstand patrons are afforded a perfect view of track events. Grandstand dressing room accommodations, on top of which the new stage was erected, were built several years ago. They are ample and modern.

Also new in the grandstand area are a reinforced concrete bleacher stand with a capacity of about 2,000 and a concrete stand 400 feet in length and 13 feet in depth separated from the grandstand by the paddock. The new stands boosted the seating capacity to 11,000.

Altho costly, Lewis said that he felt sure that the new stage would pay for itself in about four years.

Frank Wirth had a top-notch dedicatory show, considerably enhanced by the new lighting set-up which was installed with the new stage. Besides the 16-girl line of Holiday Dancers, acts included Mascino, acro-equilibrist; Richard Adair Dancers, specialties; Reddingtons, trampoline; Salicci Puppets; Ben Dova, acrobatic; Loyal Repensky, riding troupe; Gau-

(See YORK ANNUAL on page 82)

16-DAY '49 RUN FOR DETROIT

'48 Event Off In Attendance

Grandstand, Coliseum, midway business up despite 300,000 drop at front gate

DETROIT, Sept. 18.—Plans for a 16-day Michigan Centennial State Fair in '49 are being pushed following the close here Sunday (12) of this year's event, which covered the customary 10-day span. Approval of the extended fair already has been received by Hazen L. Funk, general manager, from the State Fair Board. The plan would open the fair the second Friday before Labor Day.

Attendance at this year's fair was down, the paid gate being reported at 449,000 as compared with 537,000 in '47. A total of 160,000 children were admitted free, bringing the total to 609,000 as against 1947's 910,000.

The grandstand business topped last year's by a wide margin, some 59,191 having paid, as compared with 38,442 last year. Bob McKinley's Rodeo, along with Leo Carrillo, flicker star, were featured afternoon and night thru the full run of the fair. Originally, the rodeo was slated to play the first seven days and nights,

(See 18-Day 1949 Run on page 62)

Bath, N. Y., Takes Slight Dip From 1947; Showers Hurt

BATH, N. Y., Sept. 18.—The Steuben County Fair, which closed here Saturday (11), tapered off following a fast start, and the final count showed attendance slightly below that registered in 1947.

Attendance Monday (6), opening day, was approximately 1,000 ahead of the same day last year, but crowds for the entire event totaled 62,000, as against 65,000 in 1947, according to J. Victor Faucett, fair secretary. Unfavorable weather in the surrounding area was blamed for the slight dip in attendance.

The grandstand show consisted of Bill Behney's *Ideal Revue*, Mickey Sullivan's band; Paul Kobler, xylophonist; the Flying Hartzells, Montana Kid, the Campbell Sisters and Coley Bay, horse act; the Three Cantons, acrobats, and Bob Perry, comedian. Tuesday (7) was Barn Dance Day and the Hoosier Hot Shots and Polly Jenkins and Her Pals drew a capacity grandstand both in the afternoon and at night. B. Ward Beam's Thrill Show did turnaway biz Saturday afternoon (11).

The James E. Strates Shows furnished the midway, and virtually all shows, rides and concessions reported biz satisfactory.

Saginaw Cinch To Crack Mark

1,000 short of crowd record with 2 days to go—grandstand, midway ahead of '47

SAGINAW, Mich., Sept. 18.—The Saginaw Fair Friday (17), the sixth day of its seven-day run, was well on the way to shattering its previous attendance record by a huge margin.

At the close of business Thursday night (16), with two big days to go, the fair needed only $1,000 to match the previous total for the full run of the fair.

Weather since the opening Sunday (12) has been ideal. Not only has the outside gate been up, but the grandstand business, as well as the sale of space, is substantially ahead of any previous year.

The night grandstand show, a Barnes-Carruthers revue with circus acts, in for every night of the event, played to two performances Wednesday night (15), one more than originally scheduled for that night. Two shows also were given Thursday and Friday nights (16-17). Circus acts, booked by Barnes-Carruthers, comprised the afternoon program thru

(See SAGINAW CINCH on page 62)

L'caster, Calif., Hits New High

•

Tops '47 by 5,000 despite gas strike, polio threat, heat wave—vaude draws

•

By Dean Owen

LANCASTER, Calif., Sept. 18.—The most successful run in Antelope Valley Fair history was rung up this year when 30,190 customers filed thru the turnstiles during the four-day event (9-12). Attendance in 1947 totaled 25,000.

Business held up remarkably well despite the gasoline shortage caused by a strike of CIO refinery workers, a heat wave and the polio scare.

The fair, sponsored by the 50th District Agricultural Association, unveiled its new $65,000 agricultural building, and a new $4,000 entrance. The agricultural building boasts 8,000 square feet, with concrete floor and sheet iron sides and roof. A stage occupies one end.

Expenditures at 100G

According to Don Jaqua, fair secretary-manager, the $15,000 spent for stock and cattle barns and miscellaneous repairs necessary for upkeep, brought the total '48 expenditure to approximately $100,000.

A new black-top parking area also has been added.

Attendance was good at the vaude and horse shows. Show line-up, booked by Abel & Nelson, included Ray Parker and Porthole, Jewel Kinser, Martell Twins, Felix Vallee, Dick and Dinah, Medley and Dupree, Val Seawall, Gabriel and the Duanes, Nelson and Knight, Ken Card, Earl and Mishell, Pansy the horse and Hughes-Collins Trio. Music was furnished by Jack Aronson's ork.

The opening day interest hypo was the Sagebrush Derby, a 25-mile horse race from Mojave to the fairgrounds here. There also were hay-loading contests and tractor races.

Ferris Org Clicks

Ferris Greater Shows had the midway for the fifth year, with four major rides and new kiddie rides. Ferris reported a heavy play, with most rides doing capacity biz.

Large crowds forced the midway to remain open until 1:30 a.m. Saturday (10). A heat wave Sunday (11) knocked off matinee attendance, but evening show more than made up for it.

Dayton, O., Annual Clicks; Rain Hurts Opening Day Counts

DAYTON, O., Sept. 18.—A total of 77,412 paid admissions went thru the gates at the four-day Montgomery County Fair here despite showers which hurt attendance opening day, Labor Day (6).

The turnstiles clicked to the tune of 27,438 admissions Labor Day, and Tuesday saw 14,689, a record for that day, on hand. Crowds of 17,856 Wednesday and 17,429 Thursday, closing day, rounded out the figure, termed satisfactory by the fair board.

Agricultural and implement exhibits were more extensive this year, to the extent of virtually eliminating space for shows. As a result, rides, furnished by F. E. Gooding Amusement Company, accounted for most of the midway.

Grandstand attractions included George (Red) Bird and His Majorettes; Duke of Paducah; Eva May, aerial act; Joe Lewis, clown; Kelly-Morris Circus; Sensational Kays, high act, and Arthur Bassett, bicycle. All were booked thru the Gus Sun Agency.

In addition, local talent included 15 bands and the Triangle R Riders.

International Touch Planned For 1949 Calif. State Annual

SACRAMENTO, Sept. 18.—Plans to make the 1949 edition of California State Fair international in scope were laid here this week at a meeting of the fair board, the State Centennials Commission and the Sacramento Chamber of Commerce. It is planned to make the fair one of the highlights of the year-long gold rush centennial.

"The 1949 fair will be of worldwide importance because the gold rush was of worldwide importance," Dr. James E. McConnell, chairman of the fair board's centennials committee, told the gathering. "We want the people of the Eastern States and the rest of the world to come here for it. We want to try to impart the wild, colorful spirit of that era to the 1949 fair. The whole city of Sacramento must be the celebration ground."

Centennials Commission Executive Secretary George Heinz said that Sacramento, as the State capital, should be the focal point for the gold rush anniversary celebration.

Importance of selling the "days of '49" to the rest of the world was stressed by Arthur S. Dudley, Chamber secretary-manager. "I can assure you that in 1949 we will go the limit in co-operating with the fair and the commission," Dudley said.

City and State reps were invited to the meeting by the fair board in order to outline the part of the centennial theme which they believe should be the dominating factor in the 1949 fair. It was agreed that the strong emphasis should be on gold rush days, and a program to acquaint the people well in advance for citywide participation was outlined.

Fred H. Bixby, of Long Beach, board prexy, said that Sacramento also should be the focal point in 1950 for the grand centennial finale.

Cow Palace Given Final Polish for Stock Expo, Rodeo

SAN FRANCISCO, Sept. 18.—Final preparations are under way at the Cow Palace for the annual Grand National Livestock Exposition, which opens October 29 for a 10-day run. A new high in prize money, $142,906, is being put up, officials announced this week.

Highlight of the event will be the 1948 championship finals of the International Rodeo Association. In addition to the IRA ribbons, riders will compete for $35,000 in prizes and added entry fees.

A rundown of other prizes finds $25,000 going for the horse show and $82,000 for livestock.

The entertainment committee has booked four circus acts for the event, including the Zacchini family in their cannon and flying acts, and the Oranto and Kurts trios, pole and perch balancers. A repeat from last year will be Slim Pickens and Hoyt Hefner, clown matadors.

Charlotte Turns Up Winner, Sans Rain

CHARLOTTE, Mich., Sept. 18. — Eaton County 4-H Fair here rallied from a slow start and wound up a success Saturday (4), Hans Kardel, secretary-manager, reported. An estimated 40,000 saw the five-day event, which escaped rain for the first time in nine years.

United Booking Association, Detroit, furnished the grandstand show, featuring Paulanes Troupe and Kayletta. Lucky Lott's Thrill Show played to a sizable crowd Saturday afternoon (4).

Back to 6-Day Slate For Wapakoneta, O.

WAPAKONETA, O., Sept. 18.—The 1949 Auglaize County Fair here will run six days and open on a Sunday as a result of action taken Tuesday (14) by the event's board of directors.

This year the fair was limited to four days and the Sunday date eliminated, with the result the fair lost money (approximately $3,500) for the second time in 16 years. In addition to the schedule limitations, rain fell two of the four days causing a further dip in attendance.

Plans for remodeling and expansion of the grounds are now being discussed, according to Harry Kahn, secretary.

Huron, S. D., Up To 1947's Profit

HURON, S. D., Sept. 18.—South Dakota's 64th annual State Fair, which closed its six-day run here Saturday (11), was a record-breaker in receipts, a close second to last year's record topper in attendance, and about as profitable as in '47, when the event netted $28,000.

Secretary Frank L. Hafner, in a preliminary report made this week, said attendance was 161,000, about 8,000 under last year. Heavy rain erased chances for a huge attendance on the opening day, Labor Day, and reduced the turnout Wednesday (8), normally the biggest day of the fair.

The Labor Day opening, instituted this year, will be continued, Hafner said. Dates for the '49 event have been set tentatively for September 5-10.

Portola Festival Streamlined, Set For October 16-24

SAN FRANCISCO, Sept. 18.—Dates for the Portola Festival have been set for October 16-24, with this year's program streamlined considerably. The affair will tee off with Art Craner's "Queen's dinner" at the Edgewater Beach Ballroom.

Five night pageants, produced in co-operation with the California Centennials Commission, will be staged in the Cow Palace. Other stage shows, featuring top film names, will be held in the Civic Auditorium. The electrical parade has been set for Saturday night, October 23, to be followed by a costume ball. Parades and decorations will be handled by Norman Manning, of Hollywood, and Charles Teevin, San Francisco producer. Festival prexy, Cyril Magnin, is being assisted by Executive Vice-Prexy Charles Rosenthal, retired film producer, and a staff of 50.

Anaheim Expenditures Established at $57,680

ANAHEIM, Calif., Sept. 18.—The Orange County Fair will have a total expenditure of $57,680, it was learned today, with half that sum expected to be earned from revenues off the concessions, shows and other fair activities. The board of directors of the 32d Agricultural District okayed the budget as set down by the State division of fairs and expositions.

Out of the $57,680 allocated for the fair, $35,780 will be put up by the State, with $21,900 coming from the 32d Agricultural District.

Tell and Sell WITH POSTERS!
THE MOST EFFECTIVE SILENT SALESMEN!
FOR RESULTS CONTACT
Specialists FAIRS-CARNIVALS PARKS-ORCHESTRAS SPORTING EVENTS TRAVELING SHOWS
PROMPT & IMMEDIATE SERVICE
Posters INCORPORATED
835 CHERRY ST. PHILA. 7, PA.
PHONE LOmbard 3-2000

O·O·OH·H·H! IT'S
Selden THE STRATOSPHERE MAN
TRADE MARK
Why not have the largest crowds at YOUR show? Contact Selden c/o THE BILLBOARD CINCINNATI 22, O.

ACTS
and
FEATURE ATTRACTIONS
WANTED FOR
INDOOR WINTER DATES and
1949 FAIRS AND CELEBRATIONS.
WARD (FLASH) WILLIAMS
EDGAR I. SCHOOLEY
AMERICAN THEATRICAL AGENCY, INC.
203 N. WABASH CHICAGO ILL
Phone: Andover 30687

FAIR SECRETARIES
CELEBRATION COMMITTEES
ARRANGE FOR
FIREWORKS NOW
- WRITE FOR SPECIAL DISPLAY PROGRAMS
- JOBBERS, ATTENTION ALL KINDS IMPORTED AND DOMESTIC FIREWORKS
- WRITE FOR DISCOUNTS

RICH BROS. FIREWORKS CO.
Write Dept. 8, Box 514, Sioux Falls, S. D.

NOVELTY CONCESSION OPEN AT THE
DANVILLE FAIR
SEPTEMBER 28 THRU OCTOBER 2
Interested parties wire:
C. C. FINCH, Manager
DANVILLE FAIR ASSOCIATION
DANVILLE, VA.

WANTED MIDWAY
For Negro Fair, Week of September 28th. Wire
S. M. GOODE, Pres.
Rte. #1, Forest City, N. C.

ACTS WANTED
FOR PEE DEE FAIR
November 2-6
WM. B. DOUGLAS, Sec.
Florence, S. C.

RECORDS GALORE AT TOPEKA

7-Day Event Packs 'Em In

Red one sets new highs for attendance, midway, grandstand, exhibits

TOPEKA, Kan., Sept. 18.—Money-loaded Kansans thronged in record-breaking numbers to the Kansas Free Fair, which opened here Saturday (11), and several new records were established before the close Friday night (17).

Attendance, gauged by business and grandstand patronage, was up sharply from the previous peak. On the midway, the Royal American Shows grossed well over $100,000 after taxes for a new high. The previous ride and show peak was $79,817.

The Barnes-Carruthers nightly revue and acts ran slightly ahead of the record year, altho final figures were yet to be tabulated. Thru Thursday (16), the gross for the grandstand topped '47 by about $1,000.

Afternoons Equal '47

Afternoon grandstand attractions ran about even with '47. Big car auto races were presented four days by John Sloan. Jimmie Lynch's Death Dodgers were in for two matinees and motorcycle races, staged by Jerry Marlott, were in for a single matinee.

Concessionaires—and a record sale of space was made to them—reported excellent business. Commercial exhibitors, too, joined in the chorus, and this year the amount of space devoted to such and to farm machinery surpassed anything in the history of the fair.

A new home appliance building, constructed of steel and tile, was crammed with exhibits. This, a new tower, which features a replica of the marines hoisting the flag at Iwo Jima, and a new entrance, comprise the new plant additions, which represent an expenditure of over $80,000.

The fair this year increased its advertising outlay by 20 per cent. This, plus good weather and the excellent economic conditions in Kansas, were cited by Maurice Jencks, now in his 16th year as secretary-manager, as the reasons for the record-breaking attendance.

Prep New S. C. Annual

McCORMICK, S. C., Sept. 18.—All is in readiness here for the first county fair ever put on in the area, McCormick County Fair, which opens October 11 for a six-day run.

Wolfe Amusement Company will be on the midway.

16-Day 1949 Run Set for Detroit

(Continued from page 60)

with Lucky Lott's Thrill Show in the last three days and night. However, a quickie deal held McKinley's Rodeo over, and the best features of the rodeo and the thrill show were combined during the last three days.

Coliseum patronage also was up from last year, some 39,036 customers paying to see the performance headed by Judy Canova and Ernie Young's *State Fair Revue*. Last year a change of programs, with Olsen and Johnson, zany comedians, followed by Bob Burns, flicker and radio star, accounted for a total paid draw of 35,535 in the Coliseum.

Considerably more showmanship was demonstrated in the build-up for the grandstand and Coliseum shows. Carrillo did an outstanding job. He not only did much greeting and autograph signing, but he headed parades thruout the grounds, did a stint at the grandstand mike and rode in the rodeo's grand entry and with the pick-up men.

The Coliseum was dressed up attractively, inside and out, for its performances. Ernie Young presented one outstanding high act in front of the Coliseum before each performance as a bally for the show.

Midway Tops 1947

On the midway Floyd Gooding's rides and shows, most of the latter booked in by Ray Marsh Brydon, accounted for a slightly higher gross than last year, which is particularly noteworthy in view of the drop-off at the fair's outside gate.

The excellent midway business was attributed partly to the increased strength of the show line-up. The fair, in order to permit the booking of stronger shows, had dropped its percentage on some of them.

York Annual Heads for Mark

(Continued from page 60)

tier's Bricklayers, canine; the Jade Sisters, tumbling; Hip Raymond, table tip; St. Leon Troupe, acrobats, and Danny Shaw, emsee.

Added attraction Wednesday night was John Reed King, with his Columbia Broadcasting System program *Give and Take*. Bill Robinson was headlined Thursday night (16) and Phil Spitalny and his ork Friday (17).

A. C. Brice, of the Bedford (Pa.) Fair, and Carl Fleckenstein, Bloomsburg, attended with large parties Wednesday.

Salem, Ore., Beats Record Gate by 20%

264,181 See 7-Day Event

SALEM, Ore., Sept. 18.—Oregon's 83d annual State Fair cracked almost every record in the books by the time it came to a close Sunday (12). Total attendance for the seven-day event was 264,181, about 20 per cent higher than the previous peak of 220,472 set in 1946. Last year's gate was 207,925.

A day-by-day comparison with '47 follows:

	1947	1948
Monday (6)	55,502	71,722
Tuesday (7)	20,868	23,068
Wednesday (8)	37,263	40,844
Thursday (9)	26,726	29,641
Friday 10)	27,238	32,973
Saturday (11)	26,144	41,730
Sunday (12)	14,184	24,183
Total	207,925	264,181

Of the total attendance, 176,201 were paid admissions. Children under 12 years of age were admitted free. About the only record not broken this year was the single-day peak mark of 77,000 for Labor Day set in 1946. This year the gate on the holiday was 71,722.

The six-day running horse meet brought in a total of $367,124. The previous record, set in '47, was $334,936.

Harness racing was tried for the first time this year but if Manager Leo Spitzbart has his way it will be the last time. Attendace at the sulky events Tuesday (7) was slim, the folks turning their attention to other fair attractions. Pari-mutuel receipts for the day totaled only $23,745, the lowest daily take since pre-war days.

Helene Hughes' State Fair *Showboat* did a huge business in front of the grandstand. Packed houses were racked up for the horse show and rodeo which alternated nightly indoors.

Big car automobile races, the first of the season in this State, were staged the final day of the fair.

$20,000 Fire Strikes Hampton Beach Resort

HAMPTON BEACH, N. H., Sept. 18.—A $20,000 fire early Thursday (16) ruined two restaurants and two concessions, scorched the outside walls of two hotels and threatened to wipe out the beach section of this resort.

Establishments destroyed were Downer's Restaurant and the Renwood Tea Room, owned by Frank and John Downer, of Amesbury, and two concessions owned by Al Crapeau, of Hampton, located in a one-story building owned by Crapeau. Flames scorched the sides of the Fairview and Moulton-Janvrin hotels, but buildings were saved thru efforts of firemen.

SAGINAW A CINCH

(Continued from page 60)

the full run of the event.

On the midway, Floyd Gooding's org has been getting business better than last year. The sale of concession space is also up, while the sale of commercial exhibit space is almost double last year. The fair pressed into use two more buildings for commercial space, yet found itself with insufficient space to house all of its commercial exhibitors.

Excellent Weather, Solid Talent Help Reading Top 1947

(Continued from page 60)

opening session Tuesday afternoon (14) attracted only a few hundred with the result that a big percentage of the audience received prizes. This plus the fact that the shows are being aired locally should result in capacity crowds for at least the last two shows.

An estimated 40,000 jammed the grounds on opening Sunday (12). A peak crowd caught the afternoon appearance of Jack Kochman and His Hell Drivers while only a sparse crowd turned out for the night show featuring Dorsey. A concert by the 100-piece air force band was aired coast-to-coast over the Mutual Broadcasting System (MBS). The Cetlin & Wilson Shows failed to arrive in time from the previous stand at Indiana State Fair, Indianapolis, with the result that the midway did not get into action until late Monday. (Details in the carnival section.)

The featured night grandstand show, George A. Hamid's *Fantasies of 1948*, which preemed Tuesday night, was a lengthy (four-hour) presentation including enough talent for the staging of three performances. Acts appearing, in addition to an 18-girl Roxyette line, were Sorelle Saltons; California Kings and Queens, aerialists; Moritz the Ape Man; Rob Cimse and Company, aerialists; Gautier's Steeplechase, dogs and ponies; Four Cantons, acrobatic contortionists; Hoaglan's Hippodrome; Florida Trio, pantomime; Eddie Roecker, vocalist: Bobby Whaling and Yvette, cyclists; Mack Triplets, vocalists; A. Robbins the Banana Man: Norbertys, aerialists; Sharkey the Seal; Thomens, perch, and Jack Olsen, emsee. Music was by the Reading fair band while Tony Vitale staged the fireworks.

Other night show features included a fashion show and preliminaries to tonight's crowning of Miss Reading Fair. Grand circuit racing was started daily with purses totaling about $35,000. The entry list was the greatest in the history of the fair with some 300 horses on hand. Motorcycle races were skedded for this afternoon while big car races, promoted by Sam Nunis, will wind up the eight-day, seven-night program tomorrow afternoon.

All admissions this year were subject to a 10 per cent Muhlenberg Township tax which was imposed this year after the State had authorized cities and towns to tax anything not already taxed by the State. General admission was 85 cents for adults and 15 cents for children. Afternoon grandstand prices were $1.75 to $2.75. Evening prices were $1.25 to $2.50.

Secretary Charles Swoyer announced that entries had reached an all-time high. Exhibit and concession space was sold out and additional facilities had to be improvised to house the record 400 swine and 318 goats entered.

Several new quonset-type buildings for swine and a new aluminum poultry building were in use for the first time.

GUARANTEE

"Swing & Sway the Orton Way"

SUCCESS

for your event!

THE *Sensational* ORTONS

CRISS-CROSS SWAYING POLE THRILLERS

With Their Own Original Creation—

"A FLIRTATION IN THE SKY"

Featuring

The only girl to accomplish a one-hand stand 100 feet in the air. Brilliant fireworks finish.

c/o THE BILLBOARD, CINCINNATI 22, OHIO

WANTED

CARNIVAL FOR COLORED FAIR

WEEK OF OCTOBER 11 OR LATER

I. V. HULME

THE ANDERSON FAIR

ANDERSON, S. C.

OK TAKE AT YORK, READING

C&W Likely To Par '47

Big crowds, good weather aid gross after show blows opening day

READING, Pa., Sept. 18.—Huge crowds and warm, clear weather which have favored the Reading Fair thruout the week are expected to result in a gross about on a par with last year's take for the Cetlin & Wilson Shows, according to John W. (Jack) Wilson, a partner with Issy Cetlin in the midway operation.

Helpful this year was a new promotion on the part of the fair which involved setting aside special days for school children from adjacent counties. As a result every day was kids' day altho, of course, not on a par with the turnout of city and Berks County small fry.

However, the potential gross for this spot in these days of telephone figures will not be attained since the org, faced with a 600-mile rail move here from Indianapolis, for the second year arrived about Monday noon (13) and got into operation by early evening. Missed Sunday (12) were better than 40,000 folks and the barrel of dough they would have unloaded on the midway.

Tough Rail Move

With one try to chalk up to experience, the shows had the lengthy move worked out as well as possible. The personnel pitched in to get the shows off the Indianapolis grounds in record time. The car and trailer brigade made it here in an average 31 hours. This, on top of the activity involved in garnering better than $126,000 in Indianapolis, had most of the personnel groggy.

The midway play ran late since the night grandstand show held patrons until after 11 p.m. during the first part of the week. The shows are so located here that their flash, featuring plenty of fluorescent lighting, spreads out in full view of the grandstand and most folks would have to be mighty tired to forego a visit to the midway.

An independent midway, extending from the grandstand to the Cetlin & Wilson Shows, was well populated without a single foot of vacant space. The fair this year was forced to turn down applicants for the first time, it was reported.

A large delegation joined with Cetlin Wednesday (15) in dedicating a tombstone in near-by Lebanon for Mrs. Cetlin who died about a year ago.

That night a jamboree for the National Showmen's Association was held in Raynell's show top with show talent, grandstand acts and members of the Tommy Dorsey band which was playing for dancing in the roller rink.

The Raynell show opened at 60 cents admission but was boosted to $1 for the last four days.

E. K. Johnson, contracting agent, was visited by his daughter and granddaughter.

Kline Resigns as General Agent; Louisville Rough for J. R. Ward

(Continued from page 46)

not have games operated by professionals. However, the fault for past performances here rested as much upon fair execs and politicos as upon those who had the concessions in those years.

Ward Conceshes Idle

In the switch-over, the fair tossed out some stock concessions operated by some local park concessionaires who had made the fair for years, and idled the games of the John R. Ward Shows, holders of the ride and show contract for the first time here.

For the Ward Shows, this was a tough blow. The Ward concessions did set up opening day, Sunday (12), but never did open. They were torn down by nightfall.

In on a 40 per cent contract, an impossible one without concessions, the Ward Shows faced a big loss for the week. A meeting of the fair board to consider a possible rehash downward of Ward's percentage was planned before the event's close tonight, but it is doubtful whether it will be pruned.

Whip Down All Week

To add to the Ward Shows' woes here, difficulty was experienced in getting all the rides into action. The Whip was down all week, and the second Ferris Wheel didn't get into operation until Wednesday (15). The shows, however, did a brisk business.

Bobby Kline, general agent of the Ward Shows, resigned that post, effective tonight. Kline left here early in the week for Florence, Ala., the org's next stop, where he was to handle some of the shows' business before the resignation became effective.

Fair Gate Is Up

Ideal weather marked the early days of the fair's run here. And, the gate, according to officials, was running substantially ahead of last year. Thru Tuesday (14), attendance was reported at 145,000. That figure topped by 78.000 the turnout for the corresponding period in '47, execs said.

The horse show, presented in the Coliseum, did good business, building up after the opening day. The grandstand offers a show booked thru Boyle Woolfolk, Chicago.

The Hitler car, one of the few things that punctuated the almost solid line-up of wheel concessions, registered good business thru the first three days.

J. O. Matlick, fair manager serving his third time, said that he will step out of that post shortly after business connected with this year's event has been cleared up. He plans to devote his full time to his position as editor of a farm paper.

Mineola Proves Good for I. T.

MINEOLA, N. Y., Sept. 18.—The big midway at the Mineola (Long Island) Fair is occupied again by the two units of Phil Isser and I. Trebish, the I. T. Shows, Inc., and Carnival Shows, Inc., with an attractive layout of 12 rides, four shows and an extremely large number of refreshment stands, games and concessions.

The line-up of rides has two Ferris Wheels, two Merry-Go-Rounds, Dive Bomber, Whip, Ridee-O, Caterpillar, Octopus, Tilt-a-Whirl, Comet, Chairplane and kiddie rides. On the back lot are the big James M. Cole Circus Side Show, Lucky Al Camin's Wall of Death, the *French Follies* and Wild Life Show.

Also on the back lot are a shooting gallery and one of Harry Nelson's new swing-strikers, in which a baseball bat is swung horizontally instead of a mallet being swung vertically as in the usual high-striker setup. This is the game's first tryout in this area, and it drew as much attention from the midway personnel as from visitors to the fair.

According to Phil Isser, business has been about on a par with last year, with the big days Friday and Saturday. Weather has been nearly ideal and brought good crowds to the midway. The afternoon crowds were mostly kibitzers, but the night crowds loosened up. The Girl Show, offering nothing more than one early-evening bally, packed them in nightly, with not even the blow-off offering anything much on the inside. Other shows were obliged to work to pull in their tips altho they were of pretty good caliber.

RAS Topples Topeka Record; Tops 100G Mark

TOPEKA, Kan., Sept. 18.—Even a reduction of 5 cents in ride prices this week failed to keep the Royal American Shows from topping the previous midway record at the Kansas Free Fair.

Thru Thursday (16), the sixth day of the event, Royal American had racked up a gross of $92,106, and the final day's business pushed the ride and show take to well over $100,000. Exact final figures, however, were unavailable.

Last year Royal American grossed $79,817 for the full run of the event.

On Sunday (12) RAS grossed $23,697. Of this, the Sally Rand unit accounted for $5,000.

Pine Bluff, Ark., Out for Carnivals

PINE BLUFF, Ark., Sept. 11.—No more carnival permits will be issued here following a recent vote by City Council, which also provided Mayor George Steed with authorization to enter into an agreement with County Judge Wiley C. Rountreet to bar carnivals on the outskirts of the city.

Action came in the wake of urgings by Judge T. G. Parham. He said carnivals "would be all right," if confined to rides.

Bill Snyder Quits Post With Gem City

ST. LOUIS, Sept. 18.—W. E. (Bill) Snyder has resigned as business manager of the Gem City Shows, he announced here.

Snyder, who had been associated with the shows since the middle of the 1947 season, said he was undecided about his future affiliation but that he expected to make a decision in the near future.

Endy Gathers Best to Date

Strong fair dates pulling org out of doldrums after weeks of rain, mud

YORK, Pa., Sept. 18.—Endy Bros.' Shows chalked up a big and welcome gross at York Interstate Fair here which concluded tonight five days of record-breaking crowds made possible by ideal weather.

The clear weather meant the best break of the season for Owner Dave Endy, who has had an even tougher break on this score than most Eastern shows, and none of them played in enough sun to get tanned prior to a few weeks ago. The break couldn't come at a better time, since this annual, which Endy is playing for the first time, can always be counted on as a big winner.

The opening session, with a publicized 80,000 on the grounds, half of whom were ride and show-hungry kids, resulted in a gross close to $20,000. The midway was jammed to the extent that grandstand blow-offs went unnoticed.

Geared for Big Biz

The show was geared for a heavy play with the addition of about four units owned by Jake Shapiro and two rides from the O. C. Buck Shows. There was no duplication, with the exception of Ferris Wheels, and so all units got money. All regularly allotted space, and more, was needed to get all units up.

Endy's fairs have clicked, as he predicted they would this summer when he was knee-deep in mud. Ronceverte, W. Va., and Bedford, Pa., were good, and the shows and rides did well at Staunton, Va. The only fly in the ointment, as far as business is concerned, is the cost of railroading and the necessity of long jumps.

Many Folks on Hand

The midway here resembled a midwinter convention, with show and fair folks attending in numbers. The famed Endy hospitality was lavished on all and sundry. Louis (Stretch) Rice and Jack Gilbert assisted in the gladhanding. Dave's private car was parked on a siding within the grounds and adjacent to the midway. Charles Hulfish officiated in the elbow-bending department.

The only sour note having to do with finances was voiced by Carl (Red) Barlow, a veteran on these grounds, who reported that his concessions were off from last year. Benny Weiss and his bingos apparently were doing okay. He voiced no concern about this spot or Reading, where his wife, Martha, was holding forth with the corn games.

The midway was well laid out here, as it always is, by Jake Flickes, long time space comptroller. The job is big, too, since the demand here always exceeds the supply.

Gerald Snellens, of the World of Mirth Shows, visited.

Strates To Play North East Florida Fair Nov. 10-20

JACKSONVILLE, Fla., Sept. 18.—The James E. Strates Shows will furnish the midway at the North East Florida State Fair here November 10-20, M. G. Dodson, manager, announced.

Curtis L. Bockus is secretary.

Lancaster, Pa., Plans Tax

LANCASTER, Pa., Sept. 18.—City council plans to levy a 10 per cent amusement tax on all shows and other amusement activities within the city limits. The levy is planned under Pennsylvania's local tax law, enacted last year, which permits municipalities to tax anything not already taxed by the Commonwealth.

NOW DEEP IN THE SOUTH

Yes, we too are going on our vacation. Many thanks to all of those we have been able to serve.

IN STOCK

Ready for immediate delivery

PENNY PITCH BOARDS	$60.00
PUNKS FOR PUNK RACKS. Per Doz.	27.00
BIG 6 CATS. Ea.	7.50
COUNT STORE RAZZLE. Pair. Dice combinations with dice, charts and carrying case.	50.00
ROLL DOWN TABLES. Pair. Beautifully made. Complete with point chart combinations.	50.00
HUCKLEY BUCK SETS, Pair.	50.00
DART BOARDS. Pair. First quality Beaver Board.	10.00
DART BOARDS. Pair. Sponge Rubber with linen thread dividing lines.	30.00

Send Deposit—Write for Catalog.

RAY OAKES & SONS

BOX 106 BROOKFIELD, ILL.
Phone: Brookfield 7624

SHRUNKEN HEADS
As the natives of the jungle prepare them. White native and others. Female heads with long hair, prepaid $6.00: Male heads, prepaid $5.00. Many other manufactured attractions: Wolf Boy, Fish Girl, Ape Boy, Cannibal Heads and Bodies, Shrunken Bodies, life size Mummies and Bodies. Attractions made to order. Writ for Prices and Photos

Tate's Curiosity Shop
8240 EAST VAN BUREN, PHOENIX, ARIZ.

NEW FORTUNE
Buddha Papers on
NEW WHITE
Paper
MASTER OUTFITS NOW AVAILABLE.
S. BOWER
Belle Mead, N. J.

BAKER'S
GAME SHOP
Everything You Need.
8108 DeSoto, Detroit, Mich.
Phone UNiversity 2-0464

WANTED

SIDE SHOW ACTS, TATTOO ARTIST,
M. C., ANNEX ATTRACTIONS,
GIRLS FOR BALLY
Long Season, Including Georgia Fairs.
PRINCESS TINY and STAN WRISLEY
c/o L. J. HETH SHOWS
Summerville, Ga., This Week

FOR SALE

One 24-seat Chairplane, ten-car Kiddie Ride one 24 ft. Dorsey Trailer, one 15 Kw. Light Plant, five Concession Frames. All above only $1,750.00. Write

JOE SALADINO
c/o Mecca Hotel Birmingham, Ala.

MERRY MIDWAY SHOWS

Big Street Celebration at Essex, Mo.

You'll get your winter B.R. at this one. Need legitimate Concessions of all kinds, such as Cotton Candy, Popcorn, Bumper, Hi Striker, Country Store. No gypsies or P.C. wanted. Contact

ALBERT BARKER
Essex, Mo., Sept. 27-Oct. 2

PLACE
COOK HOUSE AND FROZEN CUSTARD.
Morris Modern Shows
HARRISBURG, ARK., this week; then SENATH, MO.

RIDES AND SHOW AVAILABLE

For Fairs or Fall Festivals in Pennsylvania and Ohio after Sept. 26. Have available beautiful modern Monkey Show, new 1847 No. 5 Ferris Wheel, 1948 Kiddie Train Ride. Also Pop Corn Concession. Contact this week, Marion Center, Pa.:
JOSEPH S. NOXY or LONNIE CROSBY
Little Valley, N. Y.

MIDWAY CONFAB

Vernon Hoff reports he visited Jack Korie's Side Show at the Detroit fair. Another visitor was Emily Meyers.

Showmen don't sit in cookhouses for hours nowadays. They go broke after the first plate of stew.

Mr. and Mrs. Lucky Bishop report from Okmulgee, Okla., that while they were stopping in a local hotel they were robbed of $75.

Jackie (Donell) Lynn, who closed with Karl Alzora's Side Show recently, has booked her mitt camp at a string of fairs.

Forrest G. Grimes, formerly with Clifton-Kelly and Great American shows, is in the soft drink biz at Walnut Ridge, Ark.

It's a grab joint operator with a feeling for public relations who wants to be referred to as "a caterer."

Cleo Renee closed with Linda Lopez's No. 2 Girl Show on the L. B. Lamb Shows to make the Oklahoma State Fair.

Mrs. Marie McHenry joined World of Mirth Shows at Brockton, Mass., with her C-Cruise ride after playing the Canadian National Exhibition at Toronto.

Mrs. Leona Harris, widow of concessionaire Joe Harris, who died a few months ago, visited Mrs. [illegible] Hamilton in Detroit, en route to Boston after a trip to the West Coast.

The season will soon end, with the broken troupers going home to tell their neighbors what big shots they are in the business.

When the Blue Grass Shows played Brownstown (Ind.) Fair recently members of the org staged a surprise birthday party for Harvey (Doc) Arlington, who is in his third year as office manager for the shows.

Paul Brown, concessionaire, who suffered a heart attack Friday (3), has been released from the hospital and is confined to his home, 291 South 18th Street, Columbus, O.

Mrs. Marie McHenery, who closed September 11 at the Canadian National Exhibition, Toronto, left for Brockton, Mass., where she joined the World of Mirth Shows.

Bill Pappas, a permanent resident of Paradise Park, Ruskin, Fla., and well known in carnival circles, recently supplied the fish for a dinner for Florence and Nano Cicinto at the spot recently.

A fine word that has vanished from the current midway speech is "ump-cha," and it's sorely missed by the midwayite who believes that he is far smarter than a towner.

A combined birthday and farewell party was given on Borup's United Shows recently for Levi Johns and Maxine Ryan. Maxine left to attend the St. Angelees Academy at Aiken, S. C.

The four Rex M. Ingham school units, operating out of Ruffin, N. C., are out in established territory. The units are owned by Ingham and George D. Barrett, with Barrett serving as program director.

Business of being loyal to a show during the summer also turns out well during the winter because it provides a soft-touch when most needed.

J. C. McCaffery, Amusement Corporation of America, and Joe Redding, concession manager at Southeastern World's Fair, Atlanta, were among visitors at Kentucky State Fair, Louisville.

Mrs. Edith Van Ault, wife of Porter Van Ault, well known in carnival circles and operator of the Pink Elephant Diner at Petersburg, Va.,

POPCORN HEADQUARTERS

TOP-POP Hybrid Popcorn is backed by a money-back guarantee if you are not completely satisfied in every respect. Send your order in today.

Finest quality roasted peanuts—attractive circus bags.

5 sizes boxes—cones—bags—snow cones—floss papers—colors—napkins — spoons — ready-to-use flavors — apple sticks.

Immediate delivery Star Poppers. Midway Marvel Candy Floss Machines — All-rubber shock mounted. Stay ahead with Sno-King Ice Shavers—capacity. 500 lbs. per hour. Used Popcorn and Peanut Machines bought and sold. Guaranteed trouble free. Big money makers.

CHUNK-E-NUT PRODUCTS CO.
Serving You From Coast to Coast

MATTY MILLER
231 N. Second St.
Philadelphia 6, Pa.

HANK THEODOR
2908-14 Smallman St.
Pittsburgh 1, Pa.

JOE MOSS
1261 E. Sixth St.
Los Angeles 21, Cal.

THE UTAH EXPOSITION SHOWS

Have the exclusive contracts for the Tombstone, Arizona, Helldorado Days; the Coolidge, Arizona, Cotton Festival, and many other late Fairs and Celebrations.
Can place Concessions of all kinds. Especially want Bingo, Novelties and Long and Short Range Galleries. Charley Thompson can place Hanky Pank Agents.
Ride Superintendent. Blackie Jackson can place a few more first-class men.
Will book one or two Grind Shows with own outfits and transportation.

H. L. SEIFER, Mgr. Utah Exposition Shows
Artesia, New Mexico, week of September 20th-25th; Silver City, New Mexico, week of September 27th-October 1st.

MOTORDROME MANAGER AND RIDER WANTED

Fifty per cent or salary. Good opportunity for reliable party. Speedy Ward, contact at once.
Join at Russellville, Ark., Fair, this week; Bentonville, Ark., Fair to follow.
Rides for Bentonville, Ark., Fair and six weeks south. Spitfire, Tilt, Caterpillar, Airplane, Roll-o-Plane Fly-o-Plane Root Beer, Popcorn, Photo or any Stock Concessions.
Shows—Fun House or any Show of merit

JOHN L. ROBINSON, MODEL SHOWS, INC.
RUSSELLVILLE, ARK., this week.

KALAMAZOO CO. FREE FAIR

6—BIG DAYS & NIGHTS—6
Kalamazoo, Mich.,
September 27-October 2
Annual Attendance 100,000 people
Selling rights now for
RIDES—SHOWS CONCESSIONS
For information write to
CLYDE W. BLOOM
Supt. of Concessions
1504 Howland Ave. Kalamazoo, Mich.

WANTED FOR
GIDEON, MO., COTTON CARNIVAL

SEPT. 27-OCT. 2
BIGGEST CELEBRATION IN SOUTHEAST MISSOURI

Ball Racks and Stock Concessions, come on. Bingo wanted. Several good cotton towns to follow.

F. M. SUTTON SR.
Poplar Bluff, Mo., Sept. 20-25

American Beauty Shows

WANT
Can Use Few More Stock Concessions.

Shin Songer, Free Act, get in touch with H. W. Bartholomew. FOR SALE—16 Car Allen Herschell Ride. Can be seen in operation at Portageville, Mo., this week, or Paris, Ark., Fair next week.

D. D. HALE

WANTS AGENTS

For Bucket Store, Skillo and Count Store. Agents Bill Gaynes, Little Sammie and Goldbooth Brownie, answer. Have all Concessions on this show. All reply:

D. D. HALE, Blakely, Ga., this week.

MIKE BOSCO

WANTS CAPABLE PC. AGENTS

That can produce. All winter's work in Florida. George Harris, Louise and Curley from Gastonia, N. Car., contact at once. Wire A.M.P. SHOWS, Roanoke, Va., this week.

WANT

Small Bingo, Novelties, Guess Your Age, Custard, Jewelry, Candy Apples, Balloon Dart, Add Em Up Dart, Aeroplane, Bumper for Parma, Mo., Cotton Festival, Sept. 20th to 25th; Morehouse, Mo., Sept. 27th to Oct. 2nd; Holcomb Community Fair, Oct. 6th-7th-8th-9th. We go south.

SAMMY LANE SHOWS
Sweetheart of the Ozarks

FOR SALE
ONE FERRIS WHEEL

30 ft. high, good condition, formerly in a park. Stored in Pittsburgh. Priced to sell.

Kant Novelty Company
323 THIRD AVE., PITTSBURGH 22, PA.
Phone: COurt [illegible]

FOR SALE

8-Car Streamline Whip; 1 G.M.C. 1943 Truck with Fruehauf Trailer, 18-wheeler; 1 G.M.C. 1941 Bobtail Truck, loaded, ready to roll. Sell part or all. No reasonable offer refused.

SEABOARD FINANCE CO.
1 Polk St., San Francisco, Calif.

GIVE TO THE
RUNYON CANCER FUND

CARAVELLA AMUSEMENTS

10 RIDES ROLLING BIGGER AND BETTER 10 SHOWS

BOOK NOW FOR ALL OUR FAIRS
LIMITED SPACE

WILLIAMSBURG COUNTY FAIR, SEPT. 27 TO OCT. 2, KINGSTREE, S. C.
CLARENDON COUNTY FAIR, OCT. 4 TO OCT. 9, MANNING, S. C.
KERSHAW COUNTY FAIR, OCT. 11 TO OCT. 16, CAMDEN, S. C.
HORRY COUNTY FAIR, OCT. 18 TO OCT. 23, CONWAY, S. C.
LAURENS COUNTY FAIR, LAURENS, S. C.
GEORGETOWN COUNTY FAIR, GEORGETOWN, S. C.

ALL CONCESSIONS OPEN - - - ALL CONCESSIONS OPEN

AGENTS—CAN PLACE SEVERAL MORE GOOD AGENTS ON CONCESSIONS.

ATTENTION—Needed at once—Side Show, Freaks, Minstrel, Motordrome or any Show of merit.

JIG SHOW needed at once for all Southern Fairs.

RIDE OWNERS—Will book Spitfire, Tilt, Whip, Moon Rocket and Caterpillar.

HELP WANTED—Lot Men and A-1 Canvasmen.

RIDE HELP needed on all Rides—Ferris Wheel, Octopus, Rolloplane and Merry-Go-Round Foreman. Also Second Men. Drunks and agitators will not be tolerated.

ROBERT (REO) MARCUS WANTS GIRLS FOR DANCING AND POSING SHOWS. MINSTREL SHOW PEOPLE, CONTACT "RED" MARCUS AT ONCE. GOING SOUTH. PEOPLE WHO HAVE WORKED FOR ME BEFORE, CONTACT AT ONCE. YOU PAY YOURS, I'LL PAY MINE.

FRANK CARAVELLA, Owner and Manager
This week, Dauphin County Fair, Gratz, Pa.

GEM CITY Shows

THE DIAMOND of the SHOW WORLD THE BEST IN THE MIDDLE WEST

PLAY NOTHING BUT THE BEST IN THE MIDDLE WEST
STAYING OUT UNTIL THE SNOW FLIES
CAN PLACE FOR THE FOLLOWING FAIRS:
FORDYCE, ARK.; EL DORADO, ARK.; WEST MONROE, LA.; BASTROP, LA., AND 4 OTHER DATES TO BE ANNOUNCED LATER.

Want Ball Games, Fish Pond, Bowling Alley, Cigarette Gallery, Balloon Dart, Scales, Age, Novelties, etc. Following concessions already booked—Percentage, Mitt Camp and Bingo, otherwise no Exclusive. There are no office Concessions on this show. Shows and Rides already booked.

All replies to

JACK DOWNS, Owner-Mgr.
Fordyce, Ark., Sept. 20-25; El Dorado, Sept. 27-Oct. 2; then per route.

WANT FOR SOUTHERN FAIRS

Foreman for Twin Wheels and Merry-Go-Round, Ride Help, Polers, Train Help and Tractor Drivers. Girls who do specialties and Musicians for Girl Revue, Girls, Comedians and Musicians for Minstrel Show. Can book Arcade and Stock Concessions. Man and wife to operate Custard.

JOHN R. WARD SHOWS

Florence, Alabama, this week

FOR SALE

Merry-Go-Round, Ferris Wheel, Mix-Up, Airplane Swing, Kiddy Auto Ride. All above stuff new. For sale as a whole or any part. Truck and light plant to go with same. These rides are new, no junk. Can be seen in operation here, as we sell them here, as steel and materials are getting short and it don't look like there will he many rides for this season.

JAY WARNER
BOX 181, Phone 9121, Bay St. Louis, Miss.

HEART OF TEXAS SHOWS

WANT FOR OUR ROUTE OF TEXAS FAIRS

Foremen and Second Men on all Rides. Have top and front for Side Show, want Manager with acts for inside. Also Half-and-Half. Any Shows with own outfit and transportation. Agents for Pan Game, Penny Pitch, Clothes Pin, Bowling Alley, Grind Stores and Ball Games. Want General Help and Ticket Sellers. Will book Hanky Panks of all descriptions. Address: HOLLIS, OKLA., Sept. 20-25; then as per route.

FLOYD O. KILE SHOWS

ALL LOUISIANA TILL DEC. 12TH

CONCESSIONS—Small Bit Dowo Grab, MUST BE CLEAN; small Bingo, Balloon Darts, Coke Bottles, Hoop-La, or what have you? Agents for office Stock Stores.
HELP—Reliable Merry-Go-Round Man, also WHEEL Foreman. Good pay, good treatment, but POSITIVELY will not tolerate DRINKERS. IF YOU are a GOOD MAN this is HOME
RIDES—Can use clean Kiddie Rides. CHAIRPLANE. NO GATE, NO GRIFT. Reliable people, we can place you. WIRE:
Leonville, La., till 28th; then Fairs; Pitkin, La.; New Verda, La.; others to follow.

FLOYD O. KILE, Mgr.

Morris Hannum Shows

One of the Great Eastern Shows

CAN PLACE

FOR THE

ENFIELD AGRICULTURAL FAIR

ENFIELD, N. C., SEPT. 27 TO OCT. 2

SHOWS—Snake, Unborn, Penny Arcade.

CONCESSIONS—Long or Short Range, Floss, Age, Scales, Novelties, all Hanky Panks come on. Will place a few choice Wheels and Grind Stores. Sell Exclusive American Palmistry.

Want Business Manager; prefer someone I know. Barlow Carson Tiernan, call me at six, Walter Hotel, Raleigh, N. C.

Our fairs are as follows: Enfield, N. C., Sept. 27-Oct. 2; Reidsville, N. C., Agricultural Fair, Oct. 4 to 9; Franklin Co. Fair, Louisburg, N. C., Oct. 11-16; Richmond Co. Fair, Hamlet, N. C., Oct. 18-23; Rutherford Co. Fair, Rutherfordton, N. C., Oct. 25-30.

Have Tilt-a-Whirl for sale, $2,900.00; also Moon Rocket, $7,500.00. Both rides now operating. No letters. Please come look at them.

MORRIS HANNUM
Zebulon, N. C., now; Enfield, N. C., Sept. 27-Oct. 2.

W. C. KAUS SHOWS

NOW BOOKING FOR

TRI-COUNTY COLORED FAIR AND HORSE SHOW

FAYETTEVILLE, TENNESSEE, SEPT. 29 TO OCT. 2

100,000 attendance expected this year. 72,000 attendance last year.

Don't Miss This One—A Bonanza for Slum Stores

Concessions—Any Hanky Panks working for stock, two Mitt Camps. Will sell Exclusive on Age and Scales.

Shows with own outfits not conflicting with what we have.

Larry Rapp wants two Colored Dancers for this date.

We have 10 more weeks, 6 more fairs to follow in Alabama and Mississippi. Biggest cotton crops in history. Yes, we play Decatur, Ala. Wire

RUSS OWENS, Gen. Mgr.
Martinsville, Va., this week; then Fayetteville, Tenn.

CROCKETT FAIR

WANTED

MANAGER WITH COMPLETE MINSTREL SHOW TROUPE AND MUSICIANS
Salary or Percentage

FEATURE ACTS FOR SIDE SHOW
Salary out of office—Wire what you have and price

ALL CONCESSIONS OPEN—BOOKING NOW

RIDE MEN AS FOREMEN ON NEW RIDES

SCHAFER'S SHOWS

Crockett, Texas

Fidler's United Shows

WANT FOR KENNETT, MO., FAIR

Concessions that work for stock—no flats. SHOWS of all kinds with own equipment. RIDE HELP on all Rides and General Help in all departments. WANT STOCK STORES for Kennett and following spots. Address:

SAM FIDLER, Mgr.
Kennett, Mo., this week; Jonesboro, Ark., next week; then per route.

MARKS SHOWS

MILE LONG PLEASURE TRAIL

CUMBERLAND COUNTY FAIR

SEPTEMBER 27 TO OCTOBER 2 — FAYETTEVILLE, N. C.

Home of Fort Bragg, America's Largest Army Camp.
All Pay Days This Week. This Will Be One of the Outstanding Fairs in North Carolina.

MARLBORO COUNTY FAIR, BENNETTSVILLE, S. C., OCTOBER 4-9;
YORK COUNTY FAIR, ROCK HILL, S. C., OCTOBER 11-16,
AND ALL FAIRS UNTIL THE MIDDLE OF NOVEMBER

CONCESSIONS: Will place all legitimate Merchandise Concessions. No others need apply.
SHOWS: Arcade, Wild Life or any other money-getting Grind Show.

All Replies:

MARKS SHOWS

Albemarle, N. C., this week; Fayetteville, N. C., to follow;
then as per route.

don FRANKLIN shows

We are pleased to announce that we have been awarded an exclusive contract to furnish all Rides, Shows and Concessions at the

SOUTH TEXAS FAIR AND EXPOSITION

KINGSVILLE, TEXAS, NOVEMBER 9 TO 13.
Participation by Forty Counties, Including 4H and F.F.A.

OUTSTANDING FREE ATTRACTIONS—Contact R. C. Tompkins, Mgr., South Texas Fair, Kingsville, Texas. WE HAVE ALL OF THE OUTSTANDING FAIRS IN SOUTH TEXAS, NOW SHOWING FLORESVILLE PEANUT FESTIVAL, FOLLOWED BY FAIRS AT LA GRANGE, RICHMOND, ROSENBERG, ANGLETON, LIBERTY, WHARTON AND KINGSVILLE. CAN PLACE A NUMBER OF LEGITIMATE CONCESSIONS FOR THE ABOVE ROUTE, INCLUDING COOKHOUSE AND ARCADE. CAN PLACE AGENTS.
SHOWS—Want Monkey Circus, Side Show, Snake, Iron Lung, Animal, Mechanical or any Shows of merit. No Girl Shows. Have complete Frame-Up, Sitdown Show. Want Hillbilly or Minstrel Show. Join at once on P.C. only. (J. J. McClung, please wire if joining.) We have ten Rides, a proven money route for Shows.

Address: DON FRANKLIN, Mgr., Floresville, Tex., this week; La Grange next week.

H. B. ROSEN AMUSEMENTS

Featuring the GREAT EUGENE, the HOBO KING of the High Wire

Want for Selmar, Tenn., American Legion and V.F.W. Fall Festival, downtown location; then to Mississippi and the Delta where the cotton is good and money plentiful for six Fairs. Show stays out until first of December; then to New Orleans, playing different lots.

SHOWS: Want Side Show. Will furnish 20x80-ft. Top with 110-ft. Banner Line. What have you? Want man to take charge of 20x40 Girl Show with Panel Front. Want man to take complete charge of Animal Show.
RIDES: Want Foreman for Ferris Wheel; will pay top salary. Due to disappointment, will book Merry-Go-Round for balance of season. Will book Octopus, Tilt or Spitfire on low percentage.
CONCESSIONS: All Concessions open. Have good opening for Penny Arcade, Diggers, Candy Floss, Custard, High Striker, Guess Your Weight, etc. Want two Counter Men for up-to-date Bingo. Want Agents for Roll Down and Slum Skillo. Want A-1 Carnival Electrician. Want man with Sound Truck; prefer one with Concessions. Will book Cookhouse or Sit Down Grab. All replies to:

H. B. ROSEN

MT. PLEASANT, TENN., this week; SELMER, TENN., next week.
P.S.: Doc Burns, get in touch with me. Have good proposition for you.

L. J. HETH Shows
cleanest show on earth

CAN PLACE
MOTOR DROME FOR GEORGIA FAIRS.
HELP—Ferris Wheel Operator and other Ride Help to join immediately. Talker for Girl Show. Good opening for Hanky Pank Concessions. All replies Summerville, Ga., now; Carrollton, Georgia, Fair, next week.

FAIRS FAIRS FAIRS

HETH EXPOSITION SHOWS

Cardwell, Mo., Sept. 20-25; Dexter, Mo., Sept. 27-Oct. 2; Ridgely, Tenn., Oct. 4-9; Malden, Mo., Oct. 11-16; Marked Tree, Ark., Oct. 18-23.

Want Side Show, Girl Show, Glass House, Fun House or any Grind Show. Want Ride-O Foreman, salary no object if you can cut it. Second Men for new Merry-Go-Round and other Rides. Want Concessions—Ball Games, Scales and Age, Coke Bottles, Pitch-Till-You-Win, Balloon Dart, Custard, Basket Ball. Want Dealers for Pea Pool and Beat-the-Dealer. Want capable Man for handling Bingo and Stock. Specks Holbrook wants Agents for Hanky Panks.

ADDRESS: AS PER ROUTE ABOVE.

WANTED FOR SANFORD, N. C.

And eight more Fairs to follow. Minstrel Show or Colored Girl Show. Ann Lee, come on; wire if joining. Can furnish top if necessary. RIDE HELP—Can place men on Twin Ferris Wheels. Also other reliable help that drive Semis; top salaries. TALKERS—Can place Talkers for Fun House and others. HELP—Can place A-1 Wheel Man for Store, also P.C. Dealers. All wires to:

LLOYD SERFASS

PENN PREMIER SHOWS

Hopewell, Va., this week; followed by Lee County Fair, Sanford, N. C., next week.
P.S.: Following people contact: Mark "Curley" Graham, Bob Coleman, Pete Ross, Hardy Brady, Bill Moore.

last week entered St. Luke's Hospital, Richmond, Va., for a physical check-up.

When the Parada Shows played Osceola, Mo., Forrest C. Swisher took delivery on a new house trailer to replace the one destroyed in a recent accident. Bumper crops in that sector have resulted in good business Swisher reports.

George A. (Blankets) Olds, who is in Ward 34, Cook County Hospital, Chicago, would like to hear from friends. He has undergone three operations during the past three years and is being prepared for another one.

Jimmie C. Donahue, mail and *The Billboard* agent on the Imperial Shows, visited the Chicago office of *The Billboard* Monday (13). He was en route from Rapid City, S. D., to Corinth, Miss. Donahue reported he will be at the Birmingham fair and will winter at his home in Charleston, W. Va.

Visitors at the recent Michigan State Fair included Mr. and Mrs. Harry Lewiston, Side Show operators; Mr. and Mrs. Billy Grubbs, AGVA; Earl Ingalls, ride operator; Mr. and Mrs. Victor Horwitz, Motor City Park, Detroit; J. C. McCaffery, Pat Purcell, Sid Jessup and Bernie Mendelson.

When a woman asked a Merry-Go-Round ticket seller why the organ wasn't playing and was told that it had broken down, the irate woman beefed: "Well, under those conditions you have a lot of nerve to charge the full price for a ride."

Joining R. C. McCarter, general agent of Cetlin & Wilson Shows at the Reading, Pa., Fair were McCarter's wife and son, Larry. They came on from their Harrisburg, Pa., home and will remain with the org until it reaches Richmond, Va. Mrs. McCarter will then proceed to Spartanburg, S. C., where she will open her home there for the winter.

John J. (Paddles) Whitehurst reports from Butler, Pa., that he is confined in Veterans Administration Hospital there with tuberculosis and expects to remain there for two years. Paddles says he doesn't need a thing but would like his friends in the business to drop him an occasional card to help break the monotony of his long hospitalization.

Bruce Harlan, who won the springboard diving championship in the Olympics and took second place honors in high platform diving, is the son of William R. Harlan, ball and guessing games operator on the King Reid Shows. Young Harlan married Frances Dillon, of Columbus, O., August 29 and is now honeymooning in Bermuda.

A manager, who, after a big week, showed his appreciation by buying his personnel a typewriter, failed to mention how many people are cut in on the ownership, how many know how to use it and how it will be divided among them come closing night.

When Matthew J. Riley Shows go to the barn William Hagelman, concessionaire, will play Southern fairs with two ball games and a dart store before wintering at his home in Branton Beach, Fla. His agents will include Mr. and Mrs. Don Holt and Sergeant Schlam. Joseph H. Lehr, who works Hagelman's spot store, will winter in Philadelphia.

While Pioneer Shows were playing Chambersburg, Pa., recently, Jimmy Artel, Side Show manager, purchased a new car, George E. Mounds reports. Mounds said that all reported a good week during the stand in Hancock, Md., where Slim Fein framed a new grab stand. Paul Merrick is on a booking tour of Virginia, Mounds says. Mrs. Mickey Percell recently took delivery on a new trailer, while Frank Turner's shows are reported to be doing well.

Mr. and Mrs. Art Craner were dinner guests Monday (13) of Mr. and Mrs. Teddy Levitt, who were visiting in San Francisco. After a short visit the Levitts left to join the California Shows at the Butte County Fair in Gridley, Calif. Levitt, general agent of the California Shows, stated the season was entirely satisfactory and that recent dates in Fresno and Reedley were above average. The Levitts plan to visit Hawaii after the season.

Speedy Babbs, Globe of Death Drome operator, is in South Side Hospital, Youngstown, O., suffering from broken ribs, multiple lung punctures and punctured stomach and kidneys sustained in a fall from the drome's wall during one of his shows at the Canfield, O., Fair Labor Day. Hospital physicians said that Speedy will be confined there for at least six months. Babbs went into Canfield from a successful engagement at the Flourtown, Pa., Fair, but arrived late and was able to give only five performances before the mishap, Bill Hutchins reports.

FOR SALE

1947 SPITFIRE RIDE

Excellent Condition, With Mack Trailer. Price $8,000.00 Cash.

Can be seen in operation on George Clyde Smith Shows. Also have about 2,000 feet of Ground Cable, best offer takes it. Permanent address:

HELEN WASON
Box 148 Culpeper, Virginia

FAT HARRIS—JOE MARKS

WIRE ME WHERE I CAN PHONE YOU. Also want Agents who can frame Pan layout for Over 12 Concession for Atlanta. Rosie, if at liberty, can use you. Good proposition.

All replies:

JIMMY ANNIN
c/o WESTERN UNION
FLORENCE, ALA.

LAFAYETTE CO. FAIR, OXFORD, MISS.

First in ten years. Sponsored by C. of C., co-operation all civic groups. County wide. WANT RIDES—Ponies or Train. SHOWS—Mechanical, Fun House, Fat Show. What have you? CONCESSIONS—Hanky Panks. No exclusive. RIDE MEN—Have opening for Merry-Go-Round Foreman, Second Man on Eli, Fourth Man on Cat. If you are as clean as a whistle and will stay sober, contact:

Dyer's Greater Shows
WEST HELENA, ARK., this week.

FOR SALE—CHEAP

ZOO-GO-ROUND

(Kiddie Merry-Go-Round), precision machined, sturdy construction, bright colors, ¼-h.p. electric motor. Carries 12 kiddies.

M. G. McKEE
535 Mistletoe, Youngstown, Ohio

"It Starts This Week"

JACKSON COUNTY FAIR, GAINESBORO, TENN., OPENING THURSDAY, SEPT. 23

This is a proven good one, with WAYNESBORO, TENN., following, located down town.

WANT: Small Grab or Cook House, Diggers, Sno Cone, Custard, Milk Bottle, Cat Rack, Cork Gallery, Balloon Dart, Coke Bottle, Penny Pitch, Candy Apples, Candy Floss, Hit and Miss, Fish Pond, Duck Pond, Pitch-Till-U-Win, Hoop-La, Rat Game, Pan Game, Jewelry, Short Range, Novelties and Ice Cream.
SHOWS WANTED: Monkey Show, Snake, 5-in-1. Liberal percentage.
HELP WANTED ON: Merry-Go-Round, Chairplane, Second Man on Wheel. Must be able to drive and get license.
Kiddie Merry-Go-Round for sale.

It isn't too late to join. We don't open until Thursday. All replies:

JOHNNY'S UNITED SHOWS
JOHN PORTEMONT, Mgr., GAINESBORO TENN., SEPT. 23-25.

LAWRENCE GREATER SHOWS

LAST CALL FOR THESE 4 OUTSTANDING FAIRS

DAVIDSON COUNTY FAIR
Lexington, N. C., Sept. 20 to 25
IREDELL COUNTY FAIR
Statesville, N. C., Sept. 27 to Oct. 2

UNION COUNTY FAIR
Union, S. C., Oct. 4 to 9
WESTERN CAROLINA FAIR
Winston Salem, N. C., Oct. 11 to 16

With 3 other GOOD FAIRS TO FOLLOW

One more HIGH CLASS GRIND SHOW—and COMPLETELY ORGANIZED MINSTREL SHOW. Anne Lee King and Lloyd Thomes, contect.

CONCESSIONS ALL OPEN—Fitzie Brown is SUPERINTENDENT OF PRIVILEGES. These are good dates for Eating and Drinking Stands, Confections, Jewelry, Glass, ARCADE, Scales, Photos, Novelties, AMERICAN PALMISTRY, Darts and all Legitimate Concessions. CAN ALSO PLACE CONCESSION AGENTS.
RIDE HELP—ALL RIDES—Must be licensed TRUCK DRIVERS.
Useful Show People all departments for NOW and 1949.

Lawrence Greater Shows, Lexington, N. C.; Statesville, N. C., to follow.

SOUTHERN STATES Shows

"AMERICA'S CLEANEST CARNIVAL"

WANT TO JOIN AT ONCE

Cook House, Fish Pond, Hoop-La, Age and Scales. Other Stock Concessions not conflicting. Ride Help in all departments, must drive truck and have license. Good opening for a few Shows with own outfits. Positively no drunks, agitators, or chasers allowed. All answers to

JOHN B. DAVIS, Mgr. Southern States Shows
Hehire, Ga., this week

MAJESTIC GREATER SHOWS

**CAN PLACE FOR PELZER COMMUNITY FAIR,
PELZER, S. C., September 27 Thru October 2
CHESTER COUNTY FAIR, CHESTER, S. C.
October 4 Thru October 9**

5 More Fairs to follow . . . then FLORIDA all winter.

Concessions of all kinds. Everything open. Agents for Razzle and Line-Up Store. Grind Shows with own equipment. Girls for Girl Show. Can place Kiddie Rides for balance of season. *Address:*

SAM GOLDSTEIN, Troy, N. C., this week.

HOWARD BROS.' SHOWS

WANT

**CANAL WINCHESTER FALL FESTIVAL
SEPTEMBER 29, 30, OCTOBER 1, 2**

CLEAN CONCESSIONS—Ball Games, Darts, Blankets. Everything legitimate. Bingo, Popcorn sold. No Ride Help needed.

LOGAN, OHIO, This Week.

HARRIS UNITED SHOWS WANT

Farmers' Community Fair and Live Stock Show, Marvall, Ark., week Sept. 27th, 5 days and nights—5. Mammoth parade, bands, fireworks, free acts, FREE GATE. Heart of cotton country. All Fairs until Dec. 1.

Concessions that work for stock, Floss open, Age, Scales, Hi Striker, Custard, Penny Pitch. Some P.C. open to those with Hanky Panks. Place Pea Pool, Beat Dealer, Swinger. Place Cookhouse, Grab, Mitt Camp. Joe Urich, come on. Ride Help who can drive semi trailer. Shows with own outfits. No Girl Shows. Address:

A. C. HARRIS, Manager Hamburg, Ark., this week; Marvall, Ark., next.

P.S.: Place Rolloplane Foreman that can drive.

COLEMAN'S STATE SIDE SHOWS

WANT FOR UNION COUNTY FAIR

New Albany, Miss.

Cook House, Animal and Mechanical Show, Kid Ride, Hanky Panks not conflicting, one of a kind. Mr. Swaaney, come on. No gate, no gypsies, no flaties.

New Albany, this week; Crenshaw, next, uptown. Out till Thanksgiving.

TIVOLI EXPOSITION SHOWS

WANT CONCESSIONS AND SHOWS FOR 6 COTTON AND RICE FESTIVALS—6 **WANT**

Stuttgart Rice Festival has again been revived. If you want to get your winter's bank roll, join now. Can place Shows that do not conflict and all kinds of legitimate Concessions. These are all proven spots, cotton and rice are the best in years.

Contact H. V. PETERSEN

TRUMANN., ARK., this week; EARL, ARK., next week.

P.S.: Blackie Ringold, please get in touch with H. V. Petersen.

BLUE GRASS SHOWS

Can place for Lawrenceville, Ga., Fair, week Sept. 27, followed by 6 bona fide Georgia Fairs.
CONCESSIONS: Long and Short Range Lead Galleries, Age and Scales, High Striker and Jewelry.

All open on exclusive basis. All wire:

C. C. GROSCURTH, Gen. Mgr., BLUE GRASS SHOWS
All this week, Decaturville, Ga.; all next week, Lawrenceville, Ga.

JAMES M. RAFTERY SHOWS

WANT

V. F. W. AND AMERICAN LEGION FAIR, Plymouth, N. C., Sept. 27-Oct. 2; GREAT LITTLETON FAIR, Littleton, N. C., Oct. 4-9; BEAUFORT COUNTY FAIR, Washington, N. C., 11-16.

Can place Concessions:
Hanky Panks, some P. C., Novelties, Age and Scales.
WANT ONE MAJOR RIDE FOR BALANCE OF SEASON.
Can place Ride Help at all times.
WANT FREE ACTS, THRILL SHOWS, AUTO RACES AND MOTORCYCLE RACES for Wilmington, N. C., Greater Fair, Nov. 1-6.
Want Minstrel Show People, Comedians, Chorus Girls and Musicians.

Address
JAMES M. RAFTERY
Clinton, N. C., this week.

CAPITAL CITY SHOWS

Want for TRI-COUNTY FAIR, Manchester, Ga., week Sept. 27 to Oct. 2—Fairs until Nov. 20

Legitimate Stock Concessions of All Kinds. No Gypsies.

Shows: Monkey, Mechanical, Funhouse, 10-in-1 or any good Grind Show. Ray Garwood wants Girls for Posing Show. Rides, Spitfire, Rolloplane, Tilt or Flyoplane. Low percentage. Second Men for all rides. No drunks. All replies

J. L. KEEF
La Grange, Ga.

CES Crystal EXPOSITION SHOWS

WORLD'S CLEANEST MIDWAY

CAN PLACE FOR BALANCE OF SEASON

Legitimate Concessions of all kinds. Want Man with Acts to take over Side Show. Want Ride Help on all Rides. Can place two more Grind Shows. We have nine more weeks of bona fide Fairs in Georgia and Florida.

Social Circle, Ga., this week; then Fort Valley (Peach County) Fair to follow.

W. E. BUNTS

GEORGE CLYDE SMITH shows

WANT

Ball Games, Cigarette Shooting Gallery, Pitch Till You Win, Hoop-La, Dart Game, Duck and Fish Pond, Girl Show, Side Show. All replies:

GEORGE CLYDE SMITH SHOWS
FARMVILLE, VA., THIS WEEK; CREWE, VA., NEXT WEEK.

T. J. Tidwell Modern Midway

WANT WANT WANT

**Organized Girl Show; must have at least three Girls and wardrobe. Have top, front and new banners for same.
Need experienced Octopus Foremen.
Will book Wild Life or any Show not conflicting. What have you? All answer:**

T. J. TIDWELL
Littlefield, Texas, Fair, Sept. 20-25; Lamesa, Texas, Fair, Sept. 27-Oct. 2.

B & V SHOWS

Want for Montross, Va., week Sept. 27

Shows of all kind. Cookhouse and all Concessions. Ride Help at all times. Can place Merry-Go-Round, Caterpillar and Tilt.

BURNA VISTA, VA., UNTIL SEPT. 25TH.

MIGHTY HOOSIER STATE SHOWS

WANT WANT

Greensburg, Ind., Fall Festival, Sept. 28-Oct. 2; Jeffersonville, Ohio, K. of P. HOME COMING AND FALL STREET FAIR, Oct. 5-9; WAYNESVILLE, OHIO, CIVIC CLUB FALL FESTIVAL, Oct. 12-16.

Want Stock Concessions. Come on, will place you. Shows all open except Girl. All replies to W. R. GEREN, Lawrenceburg, Ind., this week.

WILD LIFE EXHIBIT
FOR SALE
Complete intact, $1,200.00. Top, 20 by 40; 23 Cages. Chevrolet Truck, 1936, perfect shape, $900.00. Animals. Retiring. South or stores. All this week Viroqua, Wisconsin. Sept. 20 to 26. Bring the money all the way, haul it away.
E. JOE HENKE

B. & H. Amusement Co.
CAN PLACE
Mitt Camp, Minstrel Show Performers, P.C. Dealers, any Grind Store that works for 10¢. All wires and letters to
W. E. HOBBS
Kingstree, S. C., this week; Elloree, S. C., next week.

AGENTS WANTED
Two Skillo and two Grind Store Agents NOW! No drunks. Six good Fairs to follow and out until Xmas. No ten per cent. Wire immediately.
MARTY MICHILS
Southern Valley Shows Vicksburg, Miss.

OMAR'S GREATER AMUSEMENTS
Want for Shamrock, Texas, Fair and other Fairs and Celebrations
Girl and other Shows, Bingo, Diggers, Photos. Will book two more Rides. Want Roll-Down and Hanky-Pank Agents and Ride Help. Address:
OMAR THOMPSON
Shamrock, Texas

SECOND-HAND SHOW PROPERTY FOR SALE
$18.00 Torture Subject, wrapped arms, for side show.
$20.00 Italian Communist. Wax head. Glass case.
$25.00 Male Head, horn growing from forehead. Rare.
$1.00 Each Ladies', Girls' and Boys' Dress Forms.
Legs and Arms for Figures, $2.00 per pair.
WEIL'S CURIOSITY SHOP
20 So. 2nd St. Philadelphia 6, Pa.

FROM THE LOTS

Crafts Exposition

SAN LEANDRO, Calif., Sept. 18.—Midway has been depleted by the departure of several shows and rides, which left to reinforce units playing elsewhere in California. A couple of rides have been sent to Pomona to join the No. 1 Unit at the Los Angeles County Fair there. Girl Show left to join the No. 3 Unit, playing Oakland, Calif.

Speedy Mullins, of the Motordrome, closed. Hank Arnold's three p.c. concessions topped the midway during the early part of the stand here.

A total of $381.50 has been raised to date for the Regular Associated Troupers and Pacific Coast Showmen's Association. Winners of the drawing Friday (10) were Ray Adams, $10; Patty Gunter, $6, and Mrs. J. C. LaRue, $5.—VINCENT B. KUROPATAWA.

Golden West

PLYMOUTH, Calif., Sept. 18.—Date here, August 24-29, proved a winner, beating last year's draw. Lakeport, Calif., the following week, with Marty Smith's *Horsecapades* as the feature attraction, passed all previous records. Numerous visitors at the latter city, including Sam Houston, Frank Burke and his wife and mother, all of El Paso, Tex. Anderson (Calif.) Fair was also a red one, with weather ideal and attendance tripled over last year.

Pot of Gold the first week was won by H. P. Fisher, with a $5 consolation prize going to Robert Miller. Marie Lamarr was the lucky gal on the second drawing.—PRINCE OMWAH.

Lee's United

CASS CITY, Mich., Sept. 18.—Following the still date here, the shows move into the fair season, starting at Gladwin, Mich., next week. Farwell, Mich., Labor Day, was a red one. Everything opened at 8 a.m. and went full blast until 3 a.m. Top money maker among shows was Freddie Miller's girl revue, with Barlow's Side Show a close second. *Wee Wonderland* also did well.

Buck Bowden continues to get rides up and down in record time. Harry Taylor continues to do a great job of laying out lots. Ed and Grace Rouse, cookhouse; Jerry and Grace Haywood, popcorn, and Bill and Alice Porter, bingo, took a rest after Labor Day. The Haywoods decorated their popcorn wagon with neon.

Jack and May Halstead are back on the show and sporting a new trailer. Glen and Emma Preston took delivery on a new Spartenette. Jack Winters and Lela Nelson, with eight concessions, joined for Labor Day.

Going back to school were Gene Rouse, Domar Lewis, Jr. Evans, Gene and Benny Delfine; Gloria, Joyce and Sunny Swarthout, Buddy and Dorene Obert and Bill Porter.

The Clark brothers continue to fill the midway with their goats and bears.

Joining are B. Francis Fisher and his Side Show, featuring Evan, aerial act.

Visitors have included Mr. and Mrs. J. W. Barrett, parents of Glen Preston; Margaret Hinton, the writer's aunt, and Tiny Castle, sister of Grace Haywood. Sherry Paddles returned to Detroit.—SUNSHINE LEWIS.

Bright Lights

ROCKY MOUNT, N. C., Sept 18.—The polio scare in North Carolina has disrupted plans, and Managers John Gecoma, L. C. Heck and Harry Schriber have practically decided to cancel their dates in the State and call it a season here.

The shows played Rocky Mount Fair last week and chalked up good business despite rain on four of the six days. The Ferris Wheel topped rides, with the Merry-Go-Round a close second. All shows had a good week.

New concessionaires joining were: Jack Moser, three hanky panks; Fred Hendrick, two; Happy Hawkins, diggers; Dewey Mitchel, two; J. C. Greer, two; M. J. Gratiot, two; Philip Kirkland, photos and ball game; T. H. Lane, short range and slum store; Al Trivadey, grab and glass store; and Herman Platz, one. Robert Heck added one. Harry Schriber had six concessions on the midway. Paul Botwin's bingo continues popular.—F. Z. HYDE.

Alamo Exposition

MIAMI, Okla., Sept. 18. — Altho attendance was heavy last week at Montgomery County Interstate Free Fair, Coffeyville, Kan., business was off 25 per cent compared with last year's figures, due principally to crop failures in the area.

Whitey Richards joined for the date with his Pretzel ride, as did Anderson, of 20th Century Shows, who topped rides with his Caterpillar. The Bill and Bertha Williams Monkey Show topped shows, with the Side Show, managed by Frank Allen, second. Mrs. John R. Castle, who has the annex, was pleased with business. General Agent J. A. Schneck visited and then departed on a business trip to Texas. Mr. and Mrs. Slaughter were visited by Mr. and Mrs. Al Hodler, Harton, Kan. Joe Stegall has purchased a miniature train, bringing his ride total to three, all of which are doing good business.

—SAMMY SAPSON

C.C. (SPECKS) GROSCURTH PRESENTS
BLUE GRASS SHOWS
FEATURING THOROUGHBRED ENTERTAINMENT
LAWRENCEVILLE, GA. (GWINNETT COUNTY FAIR)
Week of Sept. 27, and the following bona fide Georgia Fairs:
THOMSON, CORDELE, SWAINSBORO, AMERICUS, SYLVESTER
Can place Concessions, any Stock, Slum or Hanky Panks. Jewelry and High Striker open on exclusive basis.
Can place any worth while Show with own equipment and transportation. (Mike Mackie of Monkey Land, we would like to have you finish out the season with us. Our agitators and knockers of the back end finally agitated themselves out.) Can place first-class Canvas Man to handle Exhibit Tent.
Can always place first-class Ride Help who drive Semis and have chauffeur's licenses. All wire:
C. C. GROSCURTH, Gen. Mgr., BLUE GRASS SHOWS
All this week, DECATURVILLE, TENN.; all next week, LAWRENCEVILLE, GA.

FOR SALE — SHOOTING GALLERY
Mangels Shooting Gallery, complete, practically new—20 feet wide, 15 feet high—All Moving Targets.
Will sell at big sacrifice. Must vacate present location.
JOSEPH HABALLA
SALISBURY BEACH, MASS.
Telephone 1452W

WANT WANT WANT
COLORED GIRLS
For Dancing Revue Show Salary $35.00 a week and nightly bonus. Wardrobe and transportation supplied. We supply sleeping quarters free. Have seven Southern Fairs—all winter's work in Florida. Like to hear from Mabel Warren, Jack Usless and wife Josephine, also Minnie. Tickets if I know you. Tommy Carson, wire me where I can call you; important. Andy Zane, contact immediately. Don't write, wire me or come on.
JIMMY FERENZI
c/o MORRIS HANNUM SHOWS, ZEBULON, NORTH CAROLINA

New Mills Malt, Custard and Ice Cream Machines

8½ Gallon Freezers	$1058.00 each
8 Gallon Freezers	1898.08 each
40 Gallon Cabinets	858.00 each
60 Gallon Cabinets	408.00 each

Freight Prepaid. Call, write or wire:
MERIDIAN BASEBALL CLUB
P. O. BOX 1987 Telephone 8088 MERIDIAN, MISS.

SHOWMAN'S HEADQUARTERS
HILLMAN HOTEL
BIRMINGHAM, ALABAMA
Comfortable, Convenient, Economical
W. T. WILSON JR.
Manager

SENSATION OF ALL TIMES
Taking the Country by Storm
POLLY PEEL
GROSS LOTS..$18.00
DOZENS..... 1.75
Rush Your Order Now,
All Orders Filled in Notation.
50% Deposit, Balance C. O. D.
THE REMARK COMPANY
4211 MENCER ST. KANSAS CITY, MO.

WANTED
FERRIS WHEEL FOREMAN, MUG OUTFIT AND OTHER CONCESSIONS.
HAMPTON, ARK. (FAIR), THIS WEEK; McGEHEE, ARK. (FAIR), WEEK SEPT. 27.
FOR SALE
#5 Ferris Wheel, New Looper, Roll-o-Plane and Kiddie Ride.
MOUND CITY SHOWS
Hampton, Ark., this week.

NOTICE
Would Like To Book
NICE PEA POOL
on Show. Go anywhere. Consider Beat the Dealer or Pea Pool in nice club for winter. I have first class outfit. At liberty after this week.
R. A. MARICLE
General Delivery Hancock, Md.

TRI-STATE SHOWS
WANT CONCESSIONS
Of all kind. Concordia Parish Fair, Monterey, La., Oct. 1 and 2. P.S.—Roy Little, come on.

WANTED IMMEDIATELY
Lady or Impersonator to handle snakes. Good proposition. Come on at once.
DOC H. D. HARTWICK
JAMES E. STRATES SHOWS
Shelby, North Carolina

NEW #5 ELI WHEEL
AVAILABLE
FOR WINTER PARK. LEASE ON RENT.
PLAYLAND AMUSEMENT
FAIRGROUNDS, PAULDING, OHIO
UNTIL SEPT. 28.

NOTICE
To all Carnivals and Shows. If you intend to play Malden, Mo. this fall, see me before you book. Can book all types of legitimate Games and other Concessions. No sponsors.
F. L. WERNER
Werner's Club & Show Grounds Malden, Mo.

HAVE BINGO
To book on Small or Medium Show for long season and early opening. State all first letter.
ELLIS C. CRAIG
BOX 88 HENDERSON, N. Y.

Hello to our many Carnival and Concession friends who wintered at
PARADISE PARK
TRAILERS and CABINS
On Little Manatee River, RUSKIN, FLORIDA
Rates: $2.50 and up.
L. E. PERKINS, Owner

FLATIES, SHEET WRITERS AND OTHER SMART CARNIVAL PEOPLE. WHAT ARE YOU DOING THIS WINTER!!?!!

You can earn $500 to $1,000 a week closing deals—legit. Strong National Company will co-operate fully. You must have a car, be able to finance yourself be willing to travel. If you think you can close big deals and can stand prosperity, I want to hear from you. Write all about yourself, experience, age, etc. Get set now to build up your B.R.

BOX 202
c/o BILLBOARD PUBLISHING CO.
155 N. Clark St. Chicago 1, Ill.

FOR SALE

AERIAL JOY RIDE AND SPITFIRE

Perfect Condition, Gas Driven, Very Reasonable

DAVID BAKERMAN
500 Beach St.,
West Haven, Conn.

HAYWOOD SHOWS
WANT

Slum Concessions. Shows not conflicting. Second Men on all Rides. Agents for Slum Outfits, Skillos, Count Stores and Pin Store.

Going to Cotton now. If you want winter's B. R., come on or wire:

HAYWOOD SHOWS
Rotan, Tex.

LOST OUR LEASE
FOR SALE

Silver Streak Ride
Allan Herschell Kiddy Auto Ride
Addison 1948 Model Miniature Train.
All rides in perfect condition.

Box NY-105, c/o Billboard
1564 Broadway New York, N. Y.

WANTED
WOODEN
CAROUSEL HORSES
ANY QUANTITY
KAUFFMAN
141 EAST 24TH ST.
NEW YORK, N. Y.

WILL BOOK

Two nice Stores if you will work according to instructions and have other Concessions. Good spots in Cotton Country from here on.

Melbourne, Ark., Fair, Sept. 20-25; Mountain View, Ark., Fair, Sept. 27-Oct. 2.

George W. Nelson Shows

TRACK MERRY-GO-ROUND

Will pay cash for old style track Merry-Go-Round, in any condition.

Address:
A. A. ANDERSON
315 Grimes St. Middletown, Ohio

FOR SALE!
CONCESSION TRAILER

7½ by 18 ft. long, with refrigerator, price $1800. Call: Havermeyer 8-8850

MRS. E. MORGAN
41-24 68 St. Woodside, L. I., N. Y.

Mighty Hoosier State

BREMEN, Ind., Sept. 18.—Org's date here last week, the fourth consecutive year, gave another record-breaking gross, and Saturday's (11) gate tab hit 14,856 paid. W. R. Geren, shows' owner, inaugurated this fair and it has grown to mammoth proportions, this year rating as the banner spot of the season.

Hugo Zacchini, human cannonball free act, met with a near-fatal accident Friday night (10) when his cannon failed to release him. Our new respirator, purchased recently, was brought into use and after two hours' work, Zacchini was revived. Altho unable to work the afternoon show, ensuing publicity made the night performance a sellout.

Sponsoring committee here, the local fire department, sold over 500 feet of exhibit space and had on display many fine products, many of them made here. Committee chairman Bob Widmar gave excellent support and a contract for next year has been signed.

Next stand is Akron, Ind., for the annual fair there. Manager Geren, who always has played his hometown of Greensburg, Ind., passed it up this year to make Akron. The carnival skedded to play the city canceled, and another good week is expected.—M. G. STOKES.

Virginia Greater

HAMPTON, Va., Sept. 18.—Shows played the Northern Neck Fair at Warsaw, Va., week ending September 11, opening Labor Day (6) to good crowds. Weather the first part of the run was ideal. Tuesday (6), Negro Day, drew a mixed crowd. Wednesday, Farmers' Day, brought out a fair crowd afternoon and night.

L. C. Altaffer, fair manager, has built a new race track and grandstand. Weather the latter part of the week was cool and rainy, causing business to drop slightly below last year's.

Visitors at Warsaw included Milton Mason; Secretary Keller, of the Virginia Fair, and members of his board; Lieutenant Fobbs; Sgt. L. Burgess, Virginia State Police, and several members of the West Point, Va., Fair Association.

Cotton Club clicked, the show having been reorganized and new talent added since it came under office management. Louis Augustino's Wild Animal Show also proved popular, as did Louis's Wild Life Show, under management of Mrs. Kate Augustino.

Pleasureland

DRESDEN, Tenn., Sept. 18.—Shows were split for the Labor Day celebrations and arrived here after a long jump from Striker and Port Jefferson, O. Trek thru Ohio was successful and the org is starting its fall and winter route thru Tennessee and Georgia.

Visitors in recent weeks included Arnold Miller, of Piqua, O., who was a frequent caller.

R. C. Crawford has joined with bingo and long-range, and Eddie Herman with several concessions.

Mrs. Dorothy Raterink, wife of co-owner Jack Raterink, visited relatives on West Coast, with trips to Catalina Island, San Diego and Tia Juana as highlights. H. G. Hockett has purchased a new house trailer. Jack Raterink has a new Buick. Mr. and Mrs. Bill Butler have a new jeep and have had their trailer overhauled. Eddie Herman has taken delivery on a large bus.

Page Bros.

CENTERVILLE, Tenn., Sept. 18.—Org opened for business here Monday (13), two days ahead of the fair, and business was good.

Bill Collier joined with his Motordrome and three concessions, and H. L. Archer joined with four concessions. David J. Huls, owner of Bee's Old Reliable Shows, sent over a number of concessions from his org to play the fair here.

CARNIVAL REQUIREMENTS

12-2 Type S
TIREX HEAVY DUTY
RUBBER COVERED CABLE
11c PER FOOT IN 250 FOOT COILS
(Samples upon Request)

- ★ *Wires and Cables*
- ★ *Premium Appliances*
- ★ *Flood and Spot Lights and Lamps*
- ★ *G.E. Incandescent and Insect Repellent Lamps*
- ★ *Switches, Fuses, Sockets (All Types), Tape, Etc.*
- ★ *G.E. Fluorescent Lamps (ALL COLORS) and Fixtures*

● ALSO A COMPLETE LINE OF ALL OTHER ELECTRICAL GOODS
● NET PRICES UPON APPLICATION ON ANY PARTICULAR ITEMS YOU DESIRE
● Orders shipped same day
● Overnight service within 500 miles of Chicago.
● We invite you to visit our large warehouses.

WRITE, WIRE OR PHONE
Eddie Murphy or Max Aver
Phone: ENGlewood 7500

EXCELLENCE IN ELECTRICAL PRODUCTS
Englewood
ELECTRICAL SUPPLY CO.
5801 S. Halsted St., Chicago 21

PENN PREMIER SHOWS
worlds ★ cleanest ★ midway

SEPT. 27-OCT. 2—LEE COUNTY FAIR, SANFORD, N. C.—SEPT. 27-OCT. 2

Wayne Co. Fair
Goldsboro, N. C.
Oct. 4-9

Mecklenburg Co. Fair
Chase City, Va.
Oct. 11-16

Chatham Co. Fair
Siler City, N. C.
Oct. 18-23

Moore Co. Fair
Carthage, N. C.
Oct. 25-30

5 County Col. Fair
Rock Hill, S. C.
Nov. 1-6

CONCESSIONS—Can place all kinds of Legitimate Concessions. Want NOVELTIES, Fish Ponds, Hoop-La, Short Range, Jewelry, Grabs, Juice, etc. We hold Exclusive on all above Fairs.

SHOWS—Can place Arcade, Iron Lung, or any Show not conflicting. Can place Talkers on Shows.

HELP—Can place reliable Ride Help, but must drive Semis.

Address all mail and wires to: **LLOYD D. SERFASS** PENN PREMIER SHOWS
Hopewell, Va., this week; Sanford, N. C., next.

AMERICAN EAGLE SHOWS

WANT FOR ITAWAMBA COUNTY FAIR, FULTON, MISS., SEPT. 21-25; CHICKASAW COUNTY FAIR, HOUSTON, MISS., SEPT. 27-OCT. 2; WINSTON COUNTY FAIR, LOUISVILLE, MISS., OCT. 4-9; WITH LUCEDALE, MISS., FAIR, TO FOLLOW. HAVE 11 WEEKS OF WORK YET IN MISSISSIPPI — 8 OF THESE BEING FAIRS.

GIRL SHOW WITH OWN TRANSPORTATION.
CONCESSIONS OF ALL KINDS THAT WORK FOR STOCK.
ONE LARGE COOK HOUSE. CAN USE SOBER RIDE HELP.

All address:
DANNY ARNETT, Mgr.
Fulton, Miss., this week; then per route above.

WANTED **WANTED**

Shows with own transportation and equipment (especially Girl Show). Concessions—Hanky Panks of all kinds. Following people please contact G. C. Mitchell immediately: H. H. "Jack" Rapass, Irvine Faith, "Whitie" Siegfried, W. R. "Wes" Price. Will the following people, Ralph Elliott and Naylor Harrison Jr., please contact Linn Haddox immediately. Can place Ridee-O Foreman at top salary. This is an eight-ride show and presents Ells Carver's 110-Foot-High Fire Dive as Free Act. All replies to

MULLEN-CONN SHOWS
BLADENSBORO, N. C., this week; then as per route.

EAST CAUSEWAY CAMP

Just Beyond Shores of Tampa Bay. Seven Miles From Heart of Tampa.

Trailer space and cabins. New toilets, showers and big wash house with automatic washers and laundry tubs. Yes, we have fifteen big acres. Plenty of room for parking trucks, building outfits, etc. Attention, Free Acts—Yes, we have room for you to erect your riggings. A showman's home away from home. On East 22nd Street Causeway. One-half mile east WFLA new radio tower. HOMER A. DIXON, RT. 3, BOX 611, TAMPA 5, FLA.

Send Them This Way

For Sale—SHOW EQUIPMENT—For Sale

em Train, new July 1st. Hauls 24 children. Built by Ottaway Amusement Co., Wichita, Kan.
ooting Star Ride. Built by Mr. Hall and was booked on Royal American Show for season 1947
id Semi-Trailer go together, cheap. Two 10-Kw. AC 110 or 220 Light Plants, same as new.
F haki Show Tops, 20x30, same as new, with Sidewall and Poles. These Tops have been up one
ti Numerous other Show Equipment also for sale. This equipment can be bought with a down
pa t and easy terms. All is stored in my Winter Quarters at Owensboro, Ky.

LOUIS T. RILEY
P. BOX #887 Phone: 8711 OWENSBORO, KY.

GIVE TO THE DAMON RUNYON CANCER FUND

CETLIN and WILSON
WORLD ON PARADE
SHOWS

PETERSBURG FAIR
Sept. 27 to Oct. 2 Inclusive, Petersburg, Va.
Camp Lee is now in full swing with plenty of Soldiers and WACS

ATLANTIC RURAL EXPOSITION
(Formerly Virginia State Fair)
Oct. 4 to 9 Inclusive, Richmond, Va.

WILL PLACE Eating and Drinking Stands. No Apples.

WILL PLACE all legitimate Merchandise Games.

CAN PLACE Cat and Mule Drivers.

Can use experienced Carnival Workingmen in all departments. Red Jennings, contact Pete Thompson immediately.
All address
Hagerstown, Md., Fairgrounds

KALAMAZOO COUNTY FREE FAIR
Kalamazoo, Mich., September 27-October 2. 6—Days and Nights—6
MICHIGAN'S SECOND LARGEST FREE FAIR
LEGITIMATE CONCESSION SPACE AVAILABLE
Good Locations—Reasonable Privilege.
Can place CIRCUS SIDESHOW and FREAK SHOW, and other Worthwhile, Clean, Entertaining Shows.
Excellent Location for one more major non-conflicting Ride.

W·G·WADE
Shows
WGW
Ludington, Mich. (Fair), this week. Space now being sold for La Grange County Corn School, La Grange, Ind., Oct. 5-9.

PRELL'S BROADWAY SHOWS
"BROADWAY AT YOUR DOOR"

GREAT ROCKY MOUNT FAIR, SEPT. 27-OCT. 2
Want Free Acts that are high and sensational for week September 20 and balance of season.

Want Grab and Drink Stands, Penny Arcade, all kinds of Grind Concessions, Ball Games, Age and Scales. Professor Vadala wants Musicians and Dancers. Mabel Kidder wants Girls for Posing Show. Jake Aughtman wants Acts for Side Show. Joe Kane wants Agents.

7 more Fairs. All answer
SAM E. PRELL
Tappahannock, Va., this week; week September 27 to October 2, Rocky Mount, N. C.; week of October 4 to 9, Henderson, N. C.; week of October 11 to 16, South Boston, Va.; week of October 18 to 23, Greenville, S. C.

SUNSET AMUSEMENT CO.
CAN USE
Concessions for Inda Clar Days Around the Court House at Clarinda, Iowa, September 29 to October 2.
TILT FOR SALE. Can be seen in operation there or Hutchinson, Minn., Fair this week.

RIDES, SHOWS AND CONCESSIONS
WANTED **WANTED**
For Camden, Arkansas, Free Fair, Sept. 27 to October 2—6 Days and Nights.
Can use Bingo, Diggers and Stock Concessions of all kinds. Want Shows of all kinds that do not conflict. Any Rides not conflicting with what we have. Wire or come on.
MELVIN EASLEY, Mgr.
TEXAS EXPOSITION SHOWS
Risen, Ark. (Fair), this week; Camden, Ark., next week.

FROM THE LOTS

Harry Lottridge

COLQUITT, Ga., Sept. 18.—The shows closed a week's engagement at Cuthbert, Ga., Saturday (11) to good results. The week started off poorly, but crowds of spenders Friday (10) and Saturday made the date profitable.

A bubble gum matinee handled by the writer also looked like a blank, but eventually kids started arriving, and the matinee proved satisfactory, likewise night play.

Jack Allen and the Stillmans joined with concessions. All concessions did well. W. G. McLaughlin joined with a photo gallery. Peggy Wilson had a good week with over and under. Mr. and Mrs. Bill Farr are doing well with high-striker and popcorn, while Mr. and Mrs. Buddy Mitchell are getting their share with a funhouse and Monkey Show.

Mayor Phillips, Chief of Police Kilgore and Sheriff Irwin, of Cuthbert, complimented Owner Lottridge on the quality of his shows. J. C. Admire, general agent, called home on account of sickness in the family. The writer and his wife made a hurried trip to Columbus, Ga., to visit relatives.—HARRY E. WILSON.

Texas

PECOS, Tex., Sept. 18.—Charlie Ford brought in a Hi-Striker, a hoop-la and a glass pitch. Lea County Fair, Lovington, N. M., which ended Monday (13), proved a red one.

Mae Applegate's cane rack has added leis as prizes.

Advance Agent Hank Gowdy sees a busy slate ahead. Ray Turentine and his photog studio leaves after this stand to join Keystone Shows in Florida.—DREW K. HOLLIDAY.

Capell Bros.

HENRYETTA, Okla., Sept. 18.—This spot was a big winner. On Labor Day over 10,000 persons were in town, and the concessionaires did a brisk business. Happy Eldridge said it was his biggest day in some time. Bob McWilliams, Girl Show operator, had a big week, as did Johnny Howard, Side Show, and Dick Chauncee, Athletic Show. The new Fly-o-Plane led the rides with the Ferris Wheel, Ridee-O and the Octopus next. Mr. Allison, who had the corn game, left on account of illness.

BUSTER AND MARTHA
Want Six-Cat Agents. Geo. Kelly wants Agents for Ball Games, Coke Bottles, Fish Pond, P.C. Dealers and Bucket Store Agents. No chasers or lushes.
Address:
GEO. KELLY
SHAN BROS.' SHOWS
Cartersville, Ga., this week; then as per route.

AGENTS WANTED
Little Rock, Ark., Stock Show, Oct. 4 to 10.
For all Toy Flashed Block Count Store. (Sammy, advise Beansy if coming with Nick.) Carl, will you be in Little Rock? Advise. Dixie Malanga, if you want to make Stock Show, wire me.
All Wires: R. W. ROCCO
c/o Gold Bond Shows
Marseilles, Ill., Sept. 20-25; then Marion Hotel, Little Rock, Ark.

DANNY NEWMAN
Can use Agents for Razzle, Nail Game, Swinger. Long season south.
This week, Lexington, N. C.; Statesville next week.

Central
Amusement Company
"DIXIE'S OWN AMUSEMENTS" • YOUR SATISFACTION OUR SUCCESS

WANTS FOR BALANCE OF FAIR SEASON

Stock and P.C. Concessions. Rides—What have you? Any worth-while Shows. Second Men on all Rides. Free Acts. Everybody notice: This string of Fairs bigger and better every year, proven money spots. Want to hear from John Dunning, Dave Wise, Tommie Allen; wire me. No phone calls, please. Tabor City, Sept. 20-25; Seaboard Fair, Sept. 27-Oct. 2; Whitakers Fair, Oct. 4-9; Windsor Fair, Oct. 11-16; Scotland Neck Fair, Oct. 18-23; all North Carolina. Then Loris, S. C., Oct. 25-30; Andrews, S. C., Nov. 1-6; Big Armistice Day Celebration to follow. All contact:

SHERMAN HUSTED, Mgr.
Tabor City, N. C., this week; then as per route.

TURNER BROS.
Shows
WANT
For Lawrenceburg, Tenn., Fair, next week, and FIVE Mississippi Fairs to follow.
Big Snake, Monkey or Animal Show. Rex Barnes. Mose Smith, wire if open. Can place several Merchandise Concessions. Tex Roberts, wire. Can place Age, Weight, Snow, Apples. No ex. Sam Spangle wants Man and Wife to operate and manage beautiful Pop Corn and Caramel Corn Outfit, or will sell. Also have Floss for sale. Wire—Wire—Wire
TURNER BROS.' SHOWS TRENTON, TENN., THIS WEEK

J. L. (JIMMIE) HENSON SHOWS
Can Place for Balance of Season
Popcorn, Grab, Floss, Snow, Scale and Age, Coke Bottles, Pitch-Till-U-Win, Watch-La, Duck Pond, Cork Gallery, Photos, String, Lead Gallery, Glass Pitch or any legitimate Concessions that do not conflict. Only one of a kind. No gypsies or flats. Show closes Christmas in Southern Louisiana. All replies to
J. L. HENSON
Star City, Ark., this week; then as per route.

TEXAS EXPOSITION SHOWS
Want for Cleveland County Fair, Rison, Ark., Sept. 20-25 (first carnival in city in 5 years), plus proven route of fairs, celebrations and winter spots south.
Stock Concessions open. Place few capable Agents. Will book any Flat Ride or Show not conflicting. Especially want Kiddie Train, Pony Ride Can place Merry-Go-Round Foreman, $50.00 a week. All wire:
MANAGER, Texas Exposition Shows
Risen, Ark., this week; then per route.

Conklins Score At London, Ont.

Midway biz first four days double that of 1939, when fair was last held

LONDON, Ont., Sept. 18.—Ride and show business for the Conklin Shows in the first four days of the six-day Western Fair here this week was double that for the corresponding period in 1939, when the fair last was held, J. W. (Patty) Conklin reported.

The midway packs plenty of power. There are 14 major rides, 11 kiddie rides and 7 shows—roughly 75 per cent of the equipment used at the Canadian National Exhibition—in operation. This represents far more earning capacity than was used in 1939.

Along with the vastly increased earning power of the midway line-up, the grosses soared because of the price increases for rides and shows over 1939 and because of the jump in the fair's attendance.

At the CNE, where the Conklin Shows closed Saturday (11), the gross for rides and shows finished 6 per cent under the $432,000 registered in 1947, a final accounting disclosed. (Due to an error in telegraphic transmission, *The Billboard* story, September 18 issue, erroneously reported that midway business was off 26 per cent going into the final day of the CNE's 14-day run. It should have read 6 per cent.)

I. T. Jamboree Nets $350 for NSA Fund

NEW YORK, Sept. 18.—Very successful jamboree for the benefit of the National Showmen's Association was run off late Wednesday (15) night at the Mineola (L. I.) Fair by the I. T. Shows and the Carnival Shows (Phil Isser and I. Trebish) in conjunction with the James M. Cole Circus.

James M. Cole and feature acts from the circus put on a fine show, while Phil Isser, his associates and his daughter, Kay, handled ticket sales and promotion of the affair. In addition members of both the carnival organizations and the circus put on a mock kangaroo court and took up a collection which, with the ticket sales, brought in a total of $350.

James M. Cole emseed the impromptu show put on in all three rings of the Cole big top, with the bandmaster, Charles Cutbert, and the Cole circus band providing the music. Acts donating their services were the Morales Troupe, trampoline; Lew Barton, high school horse; Colonel Lunsford and cute fem assistant, whip cracking; Senorita Flor De Lina, wire-walker; Edwin Cook and Slim Collins, clown gag, and Jimmy O'Neil, barrel jumping.

South Texas Fair Signs Franklin Org for Midway

KINGSVILLE, Tex., Sept. 18.—The Don Franklin Shows have contracted to furnish the midway at the South Texas Fair and Exposition here November 9-13, Don Franklin, owner of the org, announced.

The fair will feature agricultural and educational exhibits from 40 surrounding counties and 4-H and FFA entries from 20 counties.

Hollinger, Miller Team Up To Produce Midway Shows

ALEXANDRIA, Va., Sept. 18.—Eddie Hollinger, veteran midway show operator, and Irvin C. Miller, producer of indoor revues, have formed a partnership to produce and book midway shows. Miller currently has his Brown Skin Models on the James E. Strates Shows, with which Hollinger is associated.

Their plan is to produce three or more units to play indoors in the winter and to take two of them out with carnivals during the outdoor season.

Gooding's Org Beats 150G '47 Gross at Det.

DETROIT, Sept. 18.—Business on the midway at the Michigan State Fair, which closed here Sunday (12), was slightly above the $150,000 take of last year for Floyd E. Gooding.

An increase in the strength of the shows played a large part in this year's gross, which was rated as excellent in view of a sharp drop in the fair's attendance. Most of the shows were booked by Gooding thru Ray Marsh Brydon.

Top money-winner among them was the Globe of Death, which netted close to $20,000 after taxes. The Side Show ran second, with Sam Howard's Water Show third.

Concessionaires included:

Novelty and miscellaneous: Harry Boyles, John Gallagan, Vern Agababian, Charles Service, Mrs. Fred E. Williams, Charles Rafal, Tracy R. Owens, Randolph Mathura, John Mahlebashian, Dan Nalbandian, Max M. Tarbee, A. Braver, Norman Zemer, Marjorie Robe, Fred Golding, Leo Ounedian, Barney Kaplan, H. Zakarian, Nate Younan, Mrs. E. Anderson, Frederick G. Brown, W. S. Myers, Charles Stapelton, Mel H. Gruenberg, Sam Ginsburg, Harold Gehler, James Vernon Company, Dixie Concession, Zaka Coffee Company, Martin Lawless, Stanley S. Powell, Gerald Levine, Morris Safron, Donald T. Elliott, Harvey Rosenberger, Borin Brothers, Willard Salatich, Sam Siegel, S. S. Field, Ferrer Valle, Dave Malkin, De Luxe Food Products Company, V. E. Jameson, Arthur Phillips, Joe Kury and Nathan Brodsky.

Popcorn: Albert Goodbalian, Joe Johnson, Galust May, Angelo Blouseas, S. A. Youvrian, Vern Agabalian, John Mahlebashian, Dan Nalbandian, Leo Gumedian and H. Zakarian.

Games: Laurel Turner, James H. Drew Jr., Manny Brown, W. G. King, John Mulber, Louis Wish, Harry Boyles, John Gallagan, Charles Serviss, Mrs. Fred Williams, Charles Rafal, Max M. Tarbes, Sam Ginsburg, V. E. Jameson, Charles Stapleton, Arthur Phillips, Ralph E. Baker, Henry Myers, Dorothy Forman and Lowell E. Hillard.

Food and drinks: Cyril Abramson, Sam Adler, George Bahorcki, William C. Baldwin, William Betsing, Howard Briggs, Annie Brown, Hazel B. Budd, Dale M. Capper, Boris Chakroff, Avory B. Christy, D. R. Conrad, Jack Dechter, Donald Dombrowski, R. C. Mills, William J. Dorais, Fred Dulin, Roger Duncan, Martin Eichelbaum, John V. Fink, Earl Grant, Alexander Holmes, Harold F. Kauffman, George Kermizian, Harvey Kervin, Mrs. F. J. Lent, Cecilia Lohse, Clarence Lunsford, Frank Martin and Gordon Havey, Jack N. Martz, D. S. Moffett, Robert A. Montross, Ernest Moody, Virginia Neff, Robert Otterbacher, R. O'Van, Leo Schults, R. and K. Specialties Co., W. C. Rettick, Julian S. Rosenthal, Willard Sager, Donald A. Sheetz, Albert H. Short, Fred Stevens, Charles Stielau, Charles Swain, Stanley G. Teless, Tommie K-9 Kitchen, Ernie Trafford, James Tucker, E. F. Wheeler, Ralph Williams and Abraham Younan.

Lynch Org Rallies After Hurricane KO

GLACE BAY, N. S., Sept. 18.—The Bill Lynch Shows resumed operations following damages inflicted by a hurricane Wednesday (1) during their stand at Sydney, N. S., and completed their local stand as per schedule.

Org was able to finish its Sydney run, due to heroic work by personnel in repairing the damages. Storm was the worst to hit Cape Breton Island in 62 years.

A complete check revealed the only serious casualty among members of the org was Alberta (Slim) Edwards, who suffered face and head injuries while helping his trained horse, Kitten, weather the typhoon. Edwards is back doing his regular turn. During his absence, he was replaced by Eric Winchester, his press agent.

CW's Reading Jamboree Nets NSA $1,200

READING, Pa., Sept. 18.—Cetlin & Wilson Shows' benefit Jamboree for the National Showmen's Association in the Raynell Show Girl tent Wednesday night (15) drew a capacity crowd, with the NSA coffers being enriched to the tune of $1,200, Peter Del Morris, of the shows, said here. Shows are providing the midway at the Reading Fair, which closes tonight.

Entertainment got under way at midnight, with Raynell and Jack Wilson directing activities. Among visitors were George A. Hamid, Dorothy Packtman and J. O. Williams, of the Harrington, Del., Fair. First portion of the program was provided by grandstand acts at the fair and included emsee Jack Olson; the Captains, acro team; Eddie Roaker, the Sultans, Matt Trio and the Roxyettes.

Raynell emseed the second portion and presented the following acts from her show: Nan Topping, Kitty and King, Bob and Betty Car, Joe Petanie and Billy (Zoot) Reed.

During intermission Co-Owner John W. (Jack) Wilson spoke briefly before calling on Hamid, who pointed out the important work the NSA is doing. Izzy Cetlin, shows' co-owner, also spoke briefly.

Individual donors to the NSA fund were called to the stage and introduced. Del Morris was added to shows' press relations staff here.

Cavalcade Steps On Gas After Slow Start at Jackson

JACKSON, Tenn., Sept. 18.—Cavalcade of Amusements Thursday (16) was well on its way to a record-breaking stand at the West District Tennessee Fair here despite a late arrival Monday (13), which made that day anything but profitable.

Training in here from East St. Louis, Ill., the last wagon didn't reach the fairgrounds until after noon, but virtually everything was in readiness by 6 p.m., thanks to a heavy line-up of extra help. But the crowd was not large that night, because, as fair Manager Harry Taylor put it, "In a city the size of Jackson, everyone knows what is happening and the people didn't think the midway would be ready."

Tuesday (14) was Kiddies' Day and the Wagner org chalked up the largest kid day receipts in the history of the fair, topping last year's show and ride receipts for a similar day by over $4,000.

Biz held up well Wednesday and all indications pointed to good weather and record-breaking receipts by the time the fair winds up tonight.

General Manager Martin Arthur and Agent Joe Scholibe, of the Imperial Exposition, motored over from Corinth, Miss., where that org is playing.

Joe Early celebrated his 79th birthday Tuesday (14) and was presented with a $50 bill by the concession boys.

Twister in Clinton, N. Y., Closes Show for Season

CLINTON, N. Y., Sept. 18.—Damage inflicted by a small twister here Thursday (5), closed the Northern Bazaar Company for the season. Owner Ellis Craig announced the shows would head for winter quarters in Henderson, N. Y.

The twister destroyed virtually all the shows' canvas, with parts of some of the concessions carried a mile distant.

WOM Brockton Take Off 20%

New Layout Hinders Biz

More space aids flash but small crowds get lost — final day may boost takes

BROCKTON, Mass., Sept. 18.—A newly laid out midway of World's Fair proportions considerably aided the appearance of Frank Bergen's World of Mirth Shows at Brockton Fair, but did little for the gross, as business thruout the week tumbled alarmingly. Show officials were hopeful that today's final play, traditionally the biggest of the engagement, would boost the content of the money bags which at this writing hold about 20 per cent less than they did a year ago.

A hey rube situation early in the week resulting from the fair absorbing all food and drink concessions is believed to have kept many folks away (see fair section). Not to be taken lightly is an expected drop in gross business in accordance with the trend experienced to date. Also there is the undisputed rise in the cost of living which has taken its toll on all shows and the falling off of pay rolls in this area due to a slump in retail shoe sales.

Too Much Area

Money is undoubtedly being missed as a result of the new midway layout. The fun zone is about 75 feet wide and it would take thousands of people to bring the carnival spirit to life. Patrons can stroll along 35 feet from the nearest bally. The fault was immediately apparent once the units were erected and will undoubtedly be rectified next year. Drawing in the midway will pose no special problems, altho permanent grab joints are spotted right thru the middle. The additional space made available this year with the moving of the grandstand made it possible for the first time for World of Mirth to show to advantage. In the past the midway contained several bottlenecks which resulted in static situations with the influx of any big crowd, and created many bad locations.

Unperturbed was L. Harvey (Doc) Cann, whose Motordrome, with Flash White in charge, was clicking merrily. Doc has turned the drome into a grind show with continuous performances to consistently top the midway. Others who could always count in advance on this spot contributing a good gross, and including Glen Porter's Side Show, Joe Sciortino's *Vanities* and Elaine Kirby's *Club Ebony*, will have to get it today or not at all. Today's weather is perfect and the situation is hopeful.

Bergen's train of five carloads of equipment were in here for the Saturday (10) opening from Essex Junction, Vt. Glen Porter, as usual, trucked his Side Show in from Rutland to catch the usually big Sunday play.

Apparently unhurt, despite the slackening off in all other departments, including the gate, were Bucky Allen's concessions. The concessions line-up is attractive, with pylons featuring fluorescent lighting placed between every two concessions.

ATTENTION, MEMBERS

ARIZONA SHOWMEN'S ASSN.

1948-'49 DUES NOW PAYABLE

Send Check or Money Order Now to

DON HANNA

317 W. Washington Phoenix, Ariz.

Club Rooms now open. Showmen, initiation and dues: $10.00 per year.

BULLOCK AMUSEMENT CO.
Clean entertainment for the whole family

WANTS FOR MADISON COUNTY FREE FAIR
AT MARSHALL, NORTH CAROLINA
AND OTHER GOOD SPOTS IN THE CAROLINAS

Pit Show, Snake Show, Fun House, Mechanical Show or any other legitimate Grind Shows. Want Cookhouse or Sit Down Grab, Pop Corn, Candy Apples, Photo Gallery, Lead Gallery, Scales, Novelties, Bingo, Ball Games or any other legitimate stock concessions. Want Dealer for Pea Pool, Agent for High Striker. Can place experienced Ride Help that can drive trucks. No racket, no mitt camps.

Burnwell, W. Va., this week;
Marshall, North Carolina, week September 27th

ROYAL EXPOSITION SHOWS

Now playing Appling Connty Fair, Baxley, Ga.; next week Hancock Connty Fair, Sparta, Ga.; then six more weeks of bona fide fairs to follow as per our advertisement in The Billboard dated September 18. Booking Shows, Rides and legitimate Concessions. No Mitt Camps or Flats wanted. Can nse over and under Agent if capable and sober. All replies

Baxley, Ga., this week; then as per ronte.

BOSTON BOSTON BOSTON

Concessions wanted for North End Boston near Summer Tunnel, Knights of Columbus Carnival, September 27th through October 2.

Contact JIM DEARY

11 Southside Ave., Lynn, Mass., THE BOSTON SHOWS. Phone LY 21318

PINE STATE SHOWS

Want for Savannah and Brunswick, Georgia, Ten Fairs in Florida and All Winter's Work

Penny Arcade, good deal; X Custard, Short Range Gallery. Shows—Ten-in-One, Girl Shows, Motordrome, Fun House, any Show not conflicting. Rides—Tilt, Rolloplane, Kiddie Rides for Kiddieland. Those joining now given preference for Florida Fair. Ride Help who drive semi. All address:

STANLEY ROBERTS, Manager MACON, GA.

any ten-cent Stock Concessions; Cookhouse, Grab, Fish Pond, Cork Gallery, Bowling Alley or

DICKERSON SHOWS

Want for Red Oak, N. C., Community Fair; Black Creek, N. C., Community Fair; Kenly, N. C., Firemen's Fair; Society Hill, S. C., Community Fair; Kershaw, S. C., Colored Fair; Dorchester Co. Fair, St. George, S. C., with Fairs to follow thru Dec. 15. Can place Ride Help for Merry-Go-Round and Chairplane; semi drivers and all other useful people. Will book Ferris Wheel, small Cookhouse or Grab. Also want Stock Concessions. Wire

FRANK DICKERSON, Mgr.

c/o TRI-COUNTY FAIR GROUNDS, SHARPSBURG, N. C., THIS WEEK.

P.S.: Fair Secretaries in this vicinity, we have one open week.

TENT

65' wide, 150' long, round ends, 4 center steel poles with ring, block and tackle hoist, clamp-on pole lighting equipment, 7' side walls. Tent has been in use all summer, in good repair. Price new, complete, $4500.00 to $5000.00. Will close out this tent at a very low price. Tent is located 7 miles from South Bend, Ind. First interested party looking at this tent will probably buy it, as I have no further use for it

ELECTRIC FAN PRODUCTS CO.

SOUTH BEND, IND.

PHONE 26648

CLUB ACTIVITIES

National Showmen's Association

154 Broadway, New York

NEW YORK, Sept. 18.—Membership drive under the very able direction of Chairman Bucky Allen is going on apace and at this writing it appears as tho we will break last year's record. The leaders in the gold card drive are David Brown, James Quinn and Jack Perry.

At the meeting of the eligibility committee, presided over by Jack Lichter, the following applications for membership were unanimously approved: Richard Nemec, sponsored by Phil Isser; Joseph J. Markase and James J. O'Brien, by Justin Van Vliet, and James E. Summers, Nick Thomas, Pete Burkhardt, Benjamin Glasberg, Fred DiAiello, Lawrence P. Hetterick and Ralph R. Falco, ali sponsored by David Brown. A number of applications were held over for minor corrections.

Reports on the building fund drive are coming into the office in considerable numbers and all point to the success of this project. Counselor Max Hofman, who is a real estate expert, is one of the most active members of the building committee and has submitted to the general committee a number of Times Square locations for their consideration. Hofmann is leaving for a trip to Arizona, where he is interested in hotel properties, and will be gone six weeks.

A meeting of the by-laws committee was held this week, attended by Counselor Hofmann, Leonard Traube, Fred Murray, Arthur Campfield and the club's executive secretary. The new by-laws will be presented to the members at the first meeting of the fall season, Wednesday, October 13, for their consideration.

Many of the boys are back from the field, among them Murray Spitzer, Max Eichholz, Sol Eichen, C. D. Sullivan, Edward McKeon, Sidney Goodwalt, Al Katzen, Ben Levine, Ben Herman, Sam Rothstein, Bibs Malang, William Lish, David Ricci, Al Jan Pol, Sam Bibring, Jack Agree, Lazarus Fink, Charles Buckbaum, Edward Rouch, David Solomon, Julius Roth, Herman Malek, Harry Sandler, D. D. Simmons, Tom Quincy, Joseph Greengrass, Louis Elias, Edward Cohen, Edward Elkins, Edward Nacht, Joie Joseph and Ralph Endy.

Frank Miller has returned from the Pacific Coast, where he was sojourning with his family. Gerald Snellens dropped in from New England loaded with ads for the year book. He has sold all of the covers and many hundreds of dollars' worth of additional ad space. Banquet reservations are now being made and tickets are being delivered immediately. Don't forget the date, Thanksgiving Eve, November 24, at the Hotel Commodore. Dues are due.—WALTER K. SIBLEY.

Showmen's League of America

400 So. State St., Chicago

Ladies' Auxiliary

Club's first regular fall business meeting is scheduled for October 7 in the Sherman Hotel. Secretary Elsie Miller received correspondence from Nan Rankine, Ann Doolan, Edith Hargrave, Virginia Halstead, Sarah McCaffery and Virginia Kline.

Lena Schlossberg, second vice-president, has returned from a vacation in Michigan. Carmelita Horan, treasurer, has returned from a trip to the Ramapo Mounains, New York. Preparations are progressing for the bazaar, which starts November 26. A sizable donation to the Heart Fund will be made from bazaar proceeds. Mrs. Ralph Glick and Mrs. Henry Belden, co-chairmen, announce.

Michigan Showmen's Association

3153 Cass Avenne, Detroit

DETROIT, Sept. 18. — Building committee is getting things in readiness for the first fall meeting in October. Members will be notified of the exact date.

Year Book committee advises that the response for advertising has exceeded expectations. All members are urged to send in their ads before the deadline.

A special hall has been set aside for the Gray-Y groups. The children will meet in the club home every afternoon after school under the supervision of well-known educators.

Secretary Bernhard Robbins returned from a visit to Joyland Midway Attractions and W. G. Wade Shows. Members were very sorry to hear of the death of Herman Goldberg.

Sick list includes Al Kaplan, Raymond Torpey and Harry Sobol. Mr. and Mrs. Al Rochman were in an auto accident in Saline, Mich. Mrs. Rochman still is confined in the Gibbons Hospital.

Recent visitors included Eppie and Bennie Glosser, John Gallagan, Buck Saunders and Charles O'Brien, Newell Taylor, Sam Solof, Eddie Bennett, Max and Henry Tarbes, Frankie Hamilton, Don Elliott, Bill Loninger and Ralph Ross.

New members include Edwin O. Rouse, Harold Gram, Morris Oxenhorn, Andrew Schlesinger, William Harris, George A. Golden, Kenneth Whitehorn, Frank J. Torpey, Robert Morton Jones Jr., Thomas Suda, Leonard Semeyn, Herman Bernstein, Clyde Butler, Joseph Rynne, Victor R. Ferguson, Benjamin Glosser, Victor Johnston, Frank Campbell, Stanley Kunat and Albert Evans Jr.

Harry Stahl, club president, and Sam Goldstein, owner of Majestic Shows, had rides at Michigan State Fair.

Heart of America Showmen's Club

931A Broadway, Kansas City, Mo.

KANSAS CITY, Mo., Sept. 18.—Past President Chester I. Levin was host Sunday (12) at a banquet in Atchison, Kan., celebrating the 90th birthday of his father, John Frederick Levin. It turned out to be sort of a joint celebration for Mrs. Ruth Ann Levin, Rose Levin and William Holsten as their birthdays all fell within a few days of Septemebr 12.

Included among the 63 guests were these HASC members: Mr. and Mrs. L. K. Carter, Mr. and Mrs. Ed (Slim) Johnson, Al C. and May Wilson, Leo L. Levin and Mr. and Mrs. Harry Duncan. The Carters left after the banquet for Humboldt, Neb., to join the Wayne Hale Shows.

George Kimbrell, who has the Funhouse on the Hale Shows, was a week-end visitor. Buck Ray, of the Guinotte Shows, reports that org is doing an okay biz. Sam Benjamin, chairman of the banquet and ball committee, is due in the city soon, when he will begin preparation for the New Year's Eve event.

COLE BROS.' SHOWS

WANT for Maysville, N. C., Sept. 20-27, and all winter's work in the best spots in the South. Polio delayed opening, but we are on the lot now. All Stock Concessions open. Two very choice Concessions open. WANT any Rides not conflicting. Any Grind Shows. All those who wired or called before contact again.

JAMES W. COLE, Mgr.

Maysville, N. C.

Regular Associated Troupers

106 E. Washington, Los Angeles

LOS ANGELES, Sept. 18.—Numerous members, en route to the Los Angeles County Fair, Pomona, which opened Friday (17), were present at a club dinner Tuesday (14). Ethel Krug was chairman.

Summer attendance has been good, reports President Marie Bailey. Cecile Bowen writes from Texas that she has recovered from a lengthy illness. Rose Westlake reports she expects to winter here, as does Emily Fredenheim. Relly Castle Burgand is playing fairs in the Midwest. Correspondence has been received from G. E. Dunn, Louis Wald, Clarence and Lillie Krug, Minnie and Tony Spring, Doc and Clara Ziegler, June Gilligan, Babe Herman and Minnie Pounds.

Bazaar chairman Lucille Dolman reports many gifts have been contributed. Vivian Gorman, Harold and Nell Robideau and Harry and Martha Levine attended the last meeting. Tillie Palmateer visited Crafts 20 Big Shows. Regular Thursday meetings will begin next month.

Down in the peanut country where they're paying the biggest price in history.

HARRY LOTTRIDGE SHOWS

Can place for five Fairs and four Celebrations Merchandise Concessions of all kinds, including Candy Floss, Candy Apples, Custard, Add 'Em Up Darts, Balloon Darts, String Game, Hoop-La, Pan Games and Penny Arcade. Grind Shows with own equipment, also Side Show. Concessions address:

HARRY E. WILSON, Bus. Mgr.
All others address
HARRY LOTTRIDGE, Owner
Blakely, Ga., this week

STEBLAR GREATER SHOWS

FOR COWPENS, S. C.

Want Merry-Go-Round for balance of season. Can place Pitch-Till-You-Win, Bowling Alley, Long and Short Range Galleries, Mitt Camp, Custard, Darts, Swinger, Coke Bottle. For Sale—12 by 12 Cook House with five-foot kitchen; 16 by 17 Cook House, complete, on trailer; 30 by 60 Top and Poles, 60-foot Banner Front. Address all mail:

J. G. STEBLAR
COWPENS, S. C.

WANTED
For
LARGO, IND., FESTIVAL
SEPT. 30-OCT. 2

Popcorn, Sno Cone, Fish Pond, Balloon Darts, Cork Gallery, Glass Pitch, Hoop-La, Bumper, String Game or any Legitimate Concession. Flatties or P.C. will not work here

LARGO LIONS' CLUB

ARCADE FOR SALE

40 money getting machines, 20x40 Top, 1938 1½ Ton Chev. in good condition. I have had this Arcade for 10 years and made money with it. I am getting too old to handle it. $1,800.00.

JACK STEFFEN
c/o MOORE'S MODERN SHOWS
Week of Sept. 27, Senath, Mo.

CLARENCE THAMES
Florida Amusement Co.
WANTS

Girls and Impersonators at once and all winter's work in Florida. Salary and bonus every night. Wire me at once.

Harriman, Tenn., now; Dayton, Tenn., next.

LADOGA POST AMERICAN LEGION

THIRD ANNUAL BARBECUE
SEPT. 29, 30, OCT. 1, 2.
HARRY R. SKINNER
LADOGA, IND.

WANTED

For Crawfordsville, Indiana, Fall Festival, October 14, 15 & 16.

On street, annual event. All legitimate Concessions open, no Flats, no P.C. Indiana-Illinois rides booked. Inquire

R. A. SHUEY
Box 128, Crawfordsville, Indiana

Pacific Coast Showmen's Association

1235 S. Hope Street, Los Angeles 16

LOS ANGELES, Sept. 18.—A regular meeting was held Monday (13) with Vice-Prexy C. E. (Candy) Moore, treasurer Al Weber, and Secretary Al Flint on the rostrum. Seven new members received their cards. They are William P. Ralser, Phillip D. Quinn, Robert V. Cook, Virgil K. Smith, Tom Evans, Joseph Zotter and Dr. D. E. Reid.

C. H. Allton was appointed chairman of the banquet and ball committee. It was decided to hold the annual affair December 14 at the Biltmore Hotel. Allton will announce committee appointments at a later meeting. Al Weber won the drawing.

Now that some of the shows are coming in from the road, those who have not been around the club for sometime are beginning to arrive. Seen at the meeting were Jimmy Smith, Fred Haynes, Joe Steinberg, Jerry Jackson and Paul Richmond.

Three members are in Los Angeles General Hospital. They are James Gallagher, Charlie Soderberg and Harry MacDougall.

Former Prexy Harry Hargraves gave a talk. Secretary Al Flint reports a trip to Sacramento where he visited the State fair.

Ladies' Auxiliary

Regular meeting was held Monday (13), with Charlotte Coben, first vice-president, presiding. Letters were read from Daisey Jacobs, Cora Miller, Doria Douglas and Isabel Myers. Bazaar donations were received from Opal Manly, Alta Deneau and Stella Linton.

Sick list includes Maybelle Hendrickson, Vivian Gorman and Daisey Jacobs.

The towels sent in by President Madge Buckley were embroidered by Peggy Forstall. Door prizes were donated by Rose Rosard, Maree Rhodes and Ann Waterman and were won by Lee Sturm, Charlotte Cohen and Maree Rhodes. The bank award was won by Ann Waterman.

Called on for talks were Jennie Regal, Estelle Wampler, Lee Strum, Jule Smith and Ann Waterman.

A party, for club members only, is scheduled Monday (27). Committee includes Ann Waterman, Rose Rosard, Opal Manly, Edith Hargrave and Charlotte Cohen. .

Dues and assessments are due. Those who have changed their address should write the secretary so club notices will reach them.

Miami Showmen's Association

236 W. Flager St., Miami

MIAMI, Sept. 18.—Harry Modele, Charles Schwacha, Ralph P. Flannagan, Buddy Anthony, Mike Roman and Al Rossman recently turned in a number of membership applications. New members include George E. Miller, Royal American Shows; Bill James Baskette, Harrison Greater Shows; Edmund Perls, concessionaire; Robert Costello and Joseph Pulino, Majestic Greater Shows; Frank Hyde, Bright Lights Exposition, and Wade Yaunt, bingo operator.

Edward J. McDonnell is headquartering at the Century Hotel, Miami Beach, Fla. Nathan Jackson, who arrived with McDonnell, returned to his home in Worcester, Mass. Charles Ossolo returned home to Miami after a vacation on the Pacific Coast. Also back in Miami is William (Bill) Singer, who recently returned from a trip to Europe. A post card was received from Bill and Lillian Tucker.

Benny Glass and Al Rossman wired in Year Book contracts. Phil Cook pens he will mail in contracts soon. J. D. Frisbe is back in Miami. Al Cole, who has been away all season, is back, and Willie Wolper calls the club every day since his return from a trip to Tennessee, Alabama and Georgia.

Members are urged to send in their correct addresses.

JOHNNY J. DENTON SHOWS

CAN PLACE CAN PLACE

For Athens, Ala., Fair, this week; followed by Gainesville, Ga.; Jasper, Ala.; Cedartown, Ga.; Albertsville, Ala.; Troy, Ala. All bona fide fairs.

CONCESSIONS—Good opening for Custard, Jewelry, High Striker, Juice, Grab and all other stock Concessions.

SHOWS—Good opening for Fat Show, Wild Life and all other Shows with own equipment.

RIDES—Good proposition for Pretzel and Spitfire.

Wire Johnny J. Denton, Athens, Ala., this week

UNITED STATES SHOWS

WANT

BINGO, DIGGERS, ROTARIES, HOOP-LA OR ANY OTHER LEGITIMATE CONCESSIONS.

WANT ONE OR TWO SHOWS, SNAKE OR ANY WALK THRU SHOW.

Phillipi, W. Va., this week; then Georgia and Florida.

BARNEY TASSELL UNIT SHOW

Wants for the Bank Roll Spot of the Season

BROOKNEAL, VA., TOBACCO FESTIVAL, WEEK SEPT. 27

Don't let size of town fool you

Shows of merit. Rides not conflicting. Strictly legitimate Concessions of all kinds.

Week October 4, Keysville, Va., Another Hot One.

Write, wire this week, Victoria, Va.

RIDES WANTED

MIDSOUTH FAIR, MEMPHIS, TENNESSEE, SEPTEMBER 26-OCTOBER 3;
ALSO ARKANSAS STATE FAIR, LITTLE ROCK, OCTOBER 4-10

Especially interested in Spitfire, Caterpillar, Highball.
Address inquiries

GOODING AMUSEMENT COMPANY
1300 Norton Avenue, Columbus, Ohio

ROGERS GREATER SHOWS

WANT WANT

Girls for Girl Show. Grind Concessions that work for stock.

Union City, Tenn., this week; Huntingdon, Tenn., Fair, next week.

WHALEN & RILEY SHOWS

WANT

Hanky Panks of all kinds, Photos, Popcorn, Clothes Pins, Fish Pond and all Concessions that work for stock. Will book Shows with own transportation. We are now playing the cotton country.

ERICK, OKLA., THIS WEEK.

P.S.: Frank Whalen, wire Ed.

Groves Greater Shows

AMERICA'S CLEANEST MIDWAY

Can Place for Alexandria, La., Sept. 20-25, and Following Louisiana Fairs:

Jonesboro, Sept. 27-Oct. 2; Marksville, Oct. 4-10; Ruston, Oct. 12-16; Tallulah, Oct. 18-22 and the Big One, Sulphur, Oct. 25-30.

Can place a few more legitimate Concessions. Help in all departments. Ride Help that can drive. Man for Snake Show with one or two Feature Acts. Ray Steverson wants Griddle Man and Counter Help. Want Agents for Red-Black, Over-Under. Want Caterpillar Foreman; salary $75.00.

All Replies ED GROVES, as per route.

LAST CALL! LAST CALL!
FOR THE GREAT
SOUTH LOUISIANA STATE FAIR
AT DONALDSONVILLE
FIRST TIME IN HISTORY WITH FREE GATE, SEPT. 28-OCT. 3
WITH MANSFIELD AND FRANKLINTON TO FOLLOW

Want Shows that do not conflict. Any Concessions that work for stock. Have several choice locations for Cookhouse and Grab at Donaldsonville. Bingo, Diggers, Mitt, Lead and Novelties are sold. Need Corn Game for Mansfield, La., week of October 4. Sam Watson, come on to Donaldsonville. Rides: Pretzel, Spitfire and Loopar, also Kid Rides except Kid Auto. (Ted Tactlett, answer my wire.)

Buff Hottle, Mgr. BUFF HOTTLE SHOWS Thibodaux, La. (Fair) this week

JOHNNY J. DENTON SHOWS, UNIT #2

WISE, VA., THIS WEEK; CHEROKEE COUNTY FAIR, MURPHY, N. C., NEXT WEEK

Want Concessions of all kinds except Bingo. Shows—Minstrel Show and Side Show. Will work with you. Want Fun House. Rides—Want Foremen for Octopus and Wheel, Second Men for Chairplane. All replies to

J. A. SPARKS
Wise, Va., this week

SWEENEY'S UNITED SHOWS

Want for big Fall Festival, Wheeling, W. Va., Oct. 4-9, sponsored by National Guard; Bellaire, Ohio, Oct. 11-16, Veterans' Homecoming Celebration; Woodsfield, Ohio, Oct. 18-23, Legion Street Fair, on Public Square.
Want Concessions of all kinds except Bingo and Percentage. Rides are booked. Space is limited at Wheeling. Contact me at my home, Glendale, W. Va., for space. Big Halloween Celebration will be announced later. Address:

FRANK J. SWEENEY
P.S.: Only show in downtown Wheeling this year.

HELEN

CONTACT ME BY WIRE OR PHONE. HAVEN'T MUCH MORE TIME.

MOM BOYD
Tampa, Florida

WANTED

Can place commencing September 27 at Knoxville, Tenn., Bingo Counter Man and Relief Caller. If you drink, DON'T answer. Address

JOHN GALLAGAN
Jackson, Ohio, Festival until September 22; then c/o Fair Office, Knoxville, Tenn.

1947 MOON ROCKET
FOR SALE
A-1 condition. $12,000.00 CASH.
Can be seen in operation.
BOX D-58, c/o BILLBOARD
2160 Patterson St., Cincinnati 22, Ohio

Southern Amusement Co.

WANTS for Robertson Co. Fair, Franklin, Tex., Sept. 27-Oct. 2; Waller Co. Fair, Hempstead, Tax., Oct. 5-9: Bi-Co. Colored Fair, Liberty, Tex. All Merchandise Concessions opan: no exclusives. RIDES—Will book Tilt, Octopus, Rolloplane. SHOWS—Fun House, Animal, Hawaiian. RIDE HELP—Foreman for Eli Whael, Merry-Go-Round. Agents for Grind Stores.

A. B. VOGT, Mgr.
Lameta, Tex., Sept. 20-25.

FOR SALE

Popcorn Machine, Super-Star Cabinet Model. Used less than month. Popping capacity about $20.00 per hour. Cash list price, $589.00, F. O. B. St. Louis; asking only $500.00.

RAY SETTLE
Crab Orchard, Ky. Phone 5421

PLASTER
DECK BROS.
3540 ASHLAND ST. LOUIS 7, MO.
(Phone: Newstead 2088)

L. J. COUTURE
Get in touch with
BOB JACKSON
at once on L. B. LAMB SHOWS, Martin, Tenn., this week; Moulton, Ala., Sept. 27-Oct. 2.

American Carnivals Association, Inc.

By Max Cohen

ROCHESTER, N. Y., Sept. 18.—Because of widespread interest in provisions of the revised 1948 outdoor safety code, here is a digest of the provisions particularly pertinent to operation of carnivals.

At the outset, a distinction is drawn between the type of seating commonly referred to as a "grandstand" and other types. Seats ordinarily used by carnivals in sit-down shows and which are not more than four feet above ground are referred to in the code as "sectional benches" and do not come within general provisions of grandstands.

In connection with its general provisions, the capacity of a tent is computed on the basis of six square feet of ground area per person, or 18 inches along any undivided bench. The code generally provides that all places of outdoor assembly shall have ample and unrestricted access to public ways from at least two points remote from each other, and shall comply generally with pre-existing codes relating to structural safety of materials and means of egress.

In connection with tents, provision is made that no tent shall be erected as to cover more than 75 per cent of the ground area or shall be closer than 10 feet to other structures, except as to concession tents or other tents not occupied by the public, if approved by local authorities. Likewise, tents which do not exceed 1,200 square feet in ground area, located on fairgrounds or similar open spaces, need not be separated from each other, provided safety precautions meeting local approval are taken. The code also contains requirements for the sufficiency of the size and strength of supporting members of tents and adequacy to withstand wind pressure, and for flame-proofing of tents occupied by the public, which should be flame resistant in accordance with standards previously adopted. In connection with fire hazards, the code requires the area around tents for a distance of 10 feet shall be cleared of flammable material during the period that the tent is used by the public; that sawdust and shavings shall be kept damp if used on the grounds, that "no smoking" signs shall be posted in all tents open to the public, and that no motion pictures be shown in tents unless safety film is used.

The code also makes provision for means of exit and requires that tents having a capacity up to 1,000 shall provide two places of exit and that no point of exits shall be more than 150 feet distant from any individual occupying the same.

Electrical installations are required to conform to pre-existing standards and to be maintained in a workmanlike manner, and to be inspected daily by the show electrician. Cables on the ground need to be trenched only where the public passes.

The matter of police and fire details, the furnishing of fire extinguishing equipment and enforcement of sanitary arrangements are left to the discretion of local officials.

Members of the association interested in specific provisions may obtain same from association offices.

Eddie L. Wheeler

PIKEVILLE, Tenn., Sept. 18.—This town proved a red one. Joining here were Charles Reynolds, with diggers, and S. Johnson, mitt camp. Mrs. Wheeler's father, Robert Ward, of Rome, Ga., visited over the weekend, as did Richard Chaney.

Clarence Morton, son of Mr. and Mrs. Lou Morton, married Dorothy Carter, of Summerville, Ga., this week. Shows move from here to Villa Rica, Ga., for a fair.—RUBY BANTA.

Detroit Lone Star Rodeo Grosses 5G; Reed Hurt

DETROIT, Sept. 18.—The two-day production of the Lone Star Rodeo, sponsored by the Metropolitan Club, East Detroit, drew 7,000 in three performances. Produced as a contest, show grossed an estimated $5,000, with a $1.20 adult admission and 60 cents for children.

Frank D. Reed Jr., show producer, was injured at the last performance when he rode out to make the opening announcement on a bucking horse and was thrown.

Freddie Meyers and His Cowboy Band provided the music. Judges for the event were John Davis and Drift Jones. Winners, in order, were Charles Cheeseman, Russ Mathers and Dick Garvit.

FOR SALE

Concession Tops, A-1 Show Tops and Marquee, Ball Games, Fish Pond, P.C. Tables and Center Stores, Sunshine Choo Choo, Fun House and Life Show (Pickle Punk). Twenty-one specimens.

Contact
CHARLES DAMICO
Caravella Amusements
Gratz, Pennsylvania

FAIR
BAXTER SPRINGS, KANSAS

Can use 2 or 3 Major Rides—Tilt, Spitfire, Jenny, or will place your unit in connection with ours. All kinds legitimate Concessions. Playing this week, Forsythe, Mo.; then Baxter Springs, Kansas, Sept. 27-28-29-30-Oct. 1-2. This is a good fair. Contact

R. E. THOMAS, Mgr.
FUNLAND SHOWS

Florida Amusement Co.
PLACE
Monkey or Animal Show, Side Show, Slum Concessions only. Address:
I. J. McMANUS or
HOWARD INGRAM
Harriman, Tennessee, this week

BARLOW'S
BIG CITY
SHOWS

Illmo, Mo., Annual Legion Fall Festival, Sept. 28-Oct. 2. Bernie, Mo., Annual Legion Fall Festival, Oct. 4-10, and 8 other Southern Celebrations to follow. Want Concessions of all kinds, Ride Help and Independent Shows. Plenty of money here in the cotton country.

HAROLD BARLOW, Mgr.

SUNFLOWER STATE SHOWS

Want now for ten choice spots in the heart of best cotton crop West Texas has ever had. Concessions all open, including Bingo, Grab, Lead Gallery, Diggers, Popcorn, all Hanky Panks, $20 per week. Want Agents for Skillos and Count Stores. Come on, boys, we work. Wire:
C. A. GOREE, MGR.
Kingfisher, Okla., this week.

AGENTS WANTED
Razzle Dazzle and Pin Stores
ROSS AND FISHER
Care DUMONT SHOWS
Smithfield, N. Car., this week.
All Tobacco Fairs following, then per route.
Yes, we work every day. Florida all winter.

FOR SALE

Aerial Joy Ride with eight new streamlined 1941 Bisch-Rocco planes, 28-foot Fruehauf trailer and four-ton Federal tractor to haul same. Truck has new engine. Ride and transportation in first-class shape. Price $5,000. Can be seen on Badger State Shows, Montgomery, Minn., Sept. 18-27; then stored Redgranite, Wisconsin.
ARNOLD VOMBERG, Redgranite, Wisconsin.

RSIA Support Given Nod by N. J. Owners

Also Talk ASCAP Relations

NEWARK, N. J., Sept. 18.—A group of New Jersey roller rink operators, attending a special meeting Monday (13) at Victor J. Brown's New Dreamland Arena here, unanimously pledged financial support to the industry's new public relations body, the Roller Skating Institute of America.

Brown previously had sent a written invitation to all New Jersey operators (URO, RSROA and independents) to attend for a round-table discussion of the institute and of present relations with the American Society of Composers, Authors and Publishers.

Present, in addition to Brown, were Edwin Ruth, Garden Midway Rink, Burlington; William Mishkind, Riviera Park Rink, Irvington; Edward Tierce, Academy Rink, Plainfield; Edna Graham, MacArthur Rink, Franklinville; Pete Jennings, Pete's Roller Rink, Silver Lake; E. Menkes, Skateland, Camden, and William Wagner, Ventnor Rink, Ventnor.

ARSA Summer Shows Pack 'Em At Jones Beach

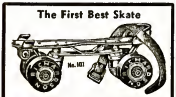
NEW YORK, Sept. 18.—The four United States Amateur Roller Skating Association (USARSA) shows presented this summer on the outdoor rink at Jones Beach were the park's biggest drawing extracurricular attractions. Over 5,000 spectators, all the grandstand and standing room could accommodate, witnessed each performance. Each time many thousands had to be turned away. So say Peter Carter and Lee Netter, directors of special events at Jones Beach, who have just contracted for another series in 1949.

All shows were produced by George Apdale, USARSA prexy. Casts were made up of amateur champions from the Mineola, Twin City, Mount Vernon and other USARSA clubs in the metropolitan New York area.

Rose Marinello a Judge

MONTEREY, Calif., Sept. 18.—Rose Marinello, secretary of the Del Monte Skating Club, of Del Monte Rollerdrome here, has become a bronze dance and low-test figure judge, according to Paul J. Gilbert, Rollerdrome pro-manager, who prepared her for the examinations. The appointment gives the local club two dance and figure judges, Gilbert said.

The First Best Skate



QUALITY

RICHARDSON BALLBEARING SKATE CO.
Established 1884
3312-3313 Ravenswood Ave. Chicago Ill
The Best Skate Today

AOW's 10th Candle

ELIZABETH, N. J., Sept. 18.—Gala skating parties, to celebrate the 10th anniversary of America on Wheels, were staged Wednesday (15) night at each of the seven rinks (Boulevard Arena, Bayonne, N. J.; Twin City Arena, Elizabeth, N. J.; Capitol Arena, Trenton, N. J.; Paterson Recreation Center, Paterson, N. J.; Hackensack Arena, Hackensack, N. J.; Mount Vernon Arena, Mount Vernon, N. Y., and National Arena, Washington) now operating in the chain.

Entertainment consisted of special games, skating until midnight and the gift of a good luck commemorative charm to all attending.

Skating Boost Via Tele From Brown's Arena

NEW YORK, Sept. 18.—Roller skating was brought into thousands of homes and public places Saturday (11) via Joe Hasel's WJZ-TV *Sports Review*.

Following a brief introduction by Hasel, New Dreamland operator Vic Brown took over as emsee and then did a splendid job of plugging the sport, the participating skaters and their professionals.

Performers were RSROA world and national champion Patricia Carroll, Queens Rink, Elmhurst, L. I.; Jerry Nista, Gay Blades, New York; Leon Krementz, Eastern Parkway, Brooklyn; Sherry Danner, New Dreamland, Newark, and Joan Westenberg, Wal-Cliffe, Elmont, L. I.

Demonstrations, despite the tiny, slippery surface, were exceptionally good and, surprisingly, there were no spills.

'Gateway' Pulls 'Em Thru Skateway Gate

MERCED, Calif., Sept. 18.—A fair crowd August 14 and a packed house the following night witnessed *Gateway to Stardom*, the first roller skating show presented at George Girnus's Skateway here.

Featured in the show directed by LaMar Williams, Skateway pro, was Barbara Ziem, free-style skater of Del Monte Rollerdrome, Monterey, Calif., 1948 winner of the Hazel G. Barker artistic and showmanship trophy at the California championships of the United States Amateur Roller Skating Association, May 8 and 9 at Pomona.

Miss Ziem, who is a roller pupil of Paul J. Gilbert, pro-manager at Del Monte Rollerdrome, has become a member of the St. Moritz (ice) Club of Berkeley, Calif., and is studying under Hans Johnson for the coming State ice championships.

Love Joins Billboard Family

NEW YORK, Sept. 18.—Bill Love, skating editor of *The New York Journal-American*, has been named New York-New Jersey correspondent for *The Billboard*. Love is nationally known in roller and ice circles for his Tuesday-Thursday newspaper column, *Skating*, and for his *Roller Skating Annual*.

Van Horn Skatery Shutters

MINEOLA, N. Y., Sept. 18.—Earl Van Horn's Mineola Skating Rink shut down September 11 for the duration of the annual Mineola Fair. A grand fall reopening celebration will be held Wednesday (22).

Irwin Rosee, RSIA's Flack, Knows Space-Grabbing Biz; Rich Experience in Sports

Roller Skating Press Agent Has Long-Range Plans

By Bill Love

NEW YORK, Sept. 18.—All over the country rink operators (Roller Skating Rink Operators' Association of the United States, United Rink Operators and independents) and manufacturers of skating equipment are discussing the Roller Skating Institute of America, their industry's new public relations organization.

They are asking questions like: "What good will come out of it?" "What benefit will I or the industry receive by giving financial support?" "What about this man Irwin Rosee, head of the Institute?"

I can only surmise the answers to the first two questions, but as my first assignment for *The Billboard*, I can answer the third. Let's begin at the beginning.

Irwin Rosee's first success in the newspaper field came at the age of 15 when, while still editor of the James Madison High School *Highway*, he broke a front-page story on Waite Hoyt in *The Brooklyn Eagle*—a story which landed him a job on *The Eagle* as assistant to Paul Lockwood, now Gov. Tom Dewey's secretary.

One of Rosee's first major assignments was the Coney Island Courthouse where, in those days, very little news was made.

His rivals in the reporting job were a couple of newspapermen with long experience who often did not bother to come down to the courthouse, depending on Mort Ehrman, Coney's publicity man, or the court police for their information.

One particular day in the late summer, when it was sizzling hot and the ocean was particularly inviting, none of the reporters bothered to head into the courtroom. But Rosee was there—and he scored his first beat.

A case came up before the court which involved marijuana being grown in back of a police station in the Coney Island area. *The Eagle* was the only newspaper in New York to have the story—and from then on Rosee was in the office as a special reporter.

It was six months before Rosee was to score another smash success. He had been watching a particular street corner for many weeks, and day after day noticed the many near-accidents at the intersection. One afternoon he hit the newsstands with an inspired story, calling to the public's attention this death trap. The newspaper was on the street at 11:30 a.m. and at 3 p.m. a head-on accident took five lives in that identical spot. Rosee's crusade caused a flow of letters to the police department's traffic bureau and a light was soon installed.

At 19, Rosee switched to *The Times-Union* where at the age of 20 he became night sports editor. Six years later he returned to *The Brooklyn Eagle* as night sports editor.

Bushwicks Grab Him

While filling this berth, Rosee started handling odd publicity jobs and took over as publicity director for Brooklyn's other ball club, the Bushwicks. In fact, it was Rosee who gave the Bushwicks their title, "Brooklyn's Other Ball Club," and he got them so much publicity that they were soon playing to turnaway crowds.

One of his many accomplishments was to get Bushwick results in *The New York Times*. Up until Rosee took over, *The Times* had frowned on all semi-pro ball scores. Later, *The Times* was calling him for the results.

While working for *The Eagle*, he was approached by the manager of Melio Bettina and asked if he would handle Bettina in his coming fight at Madison Square Garden. All of boxing is still talking about the job Rosee did on that one.

Bettina, who came from Beacon, N. Y., was made a civic hero in that town and, on the night of the fight—a snowy, cold evening—three-quarters of the town came down to New York in special busses and trains and marched to the Garden carrying big signs and screaming for their hero, Bettina.

It was this publicity job which brought Rosee to the attention of promoter Mike Jacobs, and two weeks later Rosee was in Jacobs's publicity department where he has been for the past 10 years. For eight years now he has held down the spot as radio and television director for Jacobs.

In 1945 Rosee took his first tour. Joe Louis needed a manager to handle his West Coast arrangements and Mike Jacobs picked Rosee. For two and a half months he traveled thruout the West Coast area and Canada with Louis and made some handsome deals. His publicity build-up was way above par, and Louis packed the theaters for every performance.

Bid From Roller Men

Two years ago last May, Rosee opened his own publicity office but

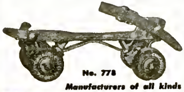
(See RSIA Flack Hep on page 76)

Celebrities Draw At Dreamland Bow

NEWARK, Sept. 18.—Celebrities galore and a crowd of almost 1,000 patrons attended the grand fall opening of Victor J. Brown's New Dreamland Arena here September 10.

Guest star was Al Schacht, "clown prince of baseball," whose pantomime impressions were enthusiastically received. Others introduced by emsee Vic Brown were Geoff Davis, WINS announcer; Fred Sayles, WAAT singer; Dave Miller, WAAT singer; Abe Simon, boxing and wrestling referee, and Al Mammaux, former big league baseball star and manager.

THE USERS of "CHICAGO" SKATES



Are Successful

There is a reason. Service and PROMPT DELIVERIES.

CHICAGO ROLLER SKATE CO.
4427 W. Lake St. Chicago, Ill.

Manufacturers of all kinds of Roller Skates.

RINK DISTRIBUTING CO.
P. O. BOX 267 • CLAYTON 5, MO.
NORMAN P. SHAFFER & SON
687 Milwaukee Ave. Chicago 22, Ill.

ICE ARENA
FOR SALE
IN NORTHWEST
Ice Surface, 75x161 Ft.
Seats 1300
Completely Equipped
Built in 1944
TOTAL PRICE, $45,000
Write Owner
KARL MEHNER
Ice Bowl, Bremerton, Wash.

RINK FOR RENT

20x20 Portable Gartner Ice Rink for rent, including five floor sections of piping, 20x4 ft. ea.; rink frame; canvas tank that is waterproof, mouldproof and flameproof; 400 sq. ft. of floor insulation; Frick refrigeration unit consisting of brine chiller, 10-h.p. motor, compressor, brine tank and brine pump with automatic electrical controls. Minimum rental term, 4 weeks. Write or wire for special, attractive deal.

Gartner Refrigeration Co.
2913 Lyndale Ave., S., Minneapolis, Minn.
Long distance phone: REgent 7249

MAPLE FLOORING
Ready for Immediate Delivery
GILASH SHOES
Wholesale Rink Supplies
WARNOCO AMUSEMENTS
1403-47 Second Greeley, Colo.

RINK OWNERS, ATTENTION
FOR SALE — REAL BARGAIN
GOING OUT OF BUSINESS

23 Prs. new skates, 56 prs. new shoes, 276 prs. used rink skates, 2 skate cases, 194 used shoe skates, 1 ticket machine, 8 Jensen speakers and amplifiers, 1 grinding machine, large quantity of accessories, skate plates, axles, inner soles, wooden wheels, rubbers, laces, cameras, bolts and nuts, trucks, straps, steel wheels.

J. D. ASSAIL
1765 Jerome Ave., Bronx 53, N. Y.
Tremont 2-4578

CURVECREST "RINK COTE"
THE PLASTIC RINK SURFACE
Write
PERRY B. GILES, Pres.
Curvecrest, Inc. Muskegon, Mich.
Originator and Sole Distributor.

19 Out of 20 Spectators Won As Patrons by Gables Gimmick

SOUTH DEERFIELD, Mass., Sept. 18.—Thomas and Dora Grammo, operators of Gables Roller Rink here, report they have adopted a plan that has been successful in converting 19 out of 20 spectators into permanent skating customers.

Whenever the Grammos notice a spectator who is displaying unusual interest in the skating they ask whether he would like to try the sport at the expense of the management, the rink supplying shoe skates and the services of the professional, who instructs the prospect in the art of plain skating, as explained in the book of the same name by Perry B. Rawson. "The plan has been unusually successful," the Grammos say, and they plan to continue the policy.

Formerly owned by H. B. Sanford, the Gables rink reopened for the fall season Friday (17) with a party as special attraction. Door prizes, novelty distributions and a grand march and dance specials were featured.

The rink is now on a Tuesday thru Sunday night operating schedule with Saturday and Sunday matinees. Saturday afternoon sessions are reserved for children up to 12 years of age. Adult classes are to begin soon.

The Grammos report complete satisfaction with a plastic floor with which the Gables is equipped. "It eliminates dust and slipping," they report, and has become popular with patrons, some of whom regularly travel 80 to 100 miles to the rink from Vermont and New Hampshire. Word-of-mouth advertising by skaters has brought visitors to the rink from as far away as New Jersey, New York, Pennsylvania and Canada, according to the Grammos.

AOW Kids Perform At Paterson Debut

PATERSON, N. J., Sept. 18.—Under the direction of Eddie O'Neill, professional, a short exhibition of skating was presented at the Wednesday (8) opening of Paterson Recreation Center, newest link in the America on Wheels chain of rinks.

Featured were Charlotte and Shirlee Ludwig, Jude Cull, John Callahan, Marion Eckwerth, Rod Hackett, Helen Hayes, James Murray, and Jeanne and Ray Tiedemann. They were followed by a one-mile open handicap race by members of the AOW inter-rink speed league, and climaxed by a grand march.

AOW officials reported that the near-capacity crowd was enthusiastic in its praise of the rink which the chain took over last May but closed during the summer for remodeling and redecoration.

Mounce Turns Pro; Inked by Mineola

MINEOLA, N. Y., Sept. 18.—Donald Mounce, who as a member of the Earl Van Horn Dance and Figure Skating Club of Mineola Roller Rink won in the 1947 world's championship sponsored by the United States Amateur Roller Skating Association, has turned professional. Mounce is teaching figure and free skating at Mineola.

Gladys and George Werner, other Mineola pros, will teach Tuesday and Wednesday night classes, starting September 28.

Saturday Morning Club sessions at Mineola start September 25. They feature special dance numbers to the music of organist Bobbie Weeden. The charge is 25 cents, including admission and skating. Sunday morning figure classes get under way September 26. From these classes skaters graduate to the rink figure and dance club.

RSIA Flack Hep Space-Grabber

(Continued from page 75)

still retained his position at the 20th Century Sporting Club, Jacobs's place. It was in June of that year when Rosee was first introduced to roller skating. News Alliance and Rosee were assigned the publicity job for the RSROA national championships at Gay Blades, New York.

Coming into the sport cold, he did so fine a job that roller skating people thruout the country are still talking about it. That was only the beginning, however. There was lots more to come.

The next year, when the RSROA held its national and world championships at Oakland, Calif., newspaper, newsreel and radio response was terrific. Still Rosee was learning. During the year he broke a Camels ad with a roller skater and was responsible for many more newspaper and magazine lines being written about the country's No. 1 participant sport.

In 1948 the RSROA went to Cleveland and so did Rosee. More people than ever before saw the nationals and many more were turned away. The newspaper, radio, television, picture and wire services gave excellent coverage.

It was before the July nationals that the idea for the Roller Skating Institute was worked out. Rosee has made a statement before and will repeat that roller skating is his pet project. He has many ideas up his sleeve, ideas that because of their scope can't be released at this time. However, he intends trying to create a roller skating craze that will continue for years.

In his office at News Alliance, Rosee has handled some of the biggest sports accounts in the country. He personally engineered and directed the Joe Louis tour to England. His office handled the International Gold Cup race which attracted 400,000 people to Rockaway Inlet, Jamaica Bay, in 1947—this despite cloudy weather and the threat of rain.

The International Weight Lifting Championships with 28 countries competing also set an all-time attendance record for that sport—thank's to Rosee's superlative publicity.

His office, in 1947, handled publicity for 11 major championships. They included heavyweight fights, auto racing, sandlot baseball, etc. *Life* magazine, in the past year alone, devoted seven stories to Rosee's clients.

Right now, he is busy organizing the promotion and publicity campaign for a New York newspaper, a job which requires clever angles. He is also busy on an international soccer match and—most important of all—on the Roller Skating Institute.

The Most Famous
RINK SKATES
in the world

Advertised to many millions in the Official Roller Derby competition. Manufactured to highest quality standards.

MODEL "B" ROL-O-WAY
Precision Dance Skates with the Patented Cushioning.

ROLLER DERBY SKATE CO. 4533 Payne Ave. Cleveland 3, Ohio

New Palm Beach Gayety Drawing Large Turnouts

WEST PALM BEACH, Fla., Sept. 18.—Large crowds have been patronizing Gayety Roller Rink here, the $100,000 structure recently completed by Reba Chalfonte and her sister and brother-in-law, Mr. and Mrs. W. D. Keeter, former operators of Lake Worth (Fla.) Roller Rink.

Constructed after thoro inspections of a number of large rinks in the country, the 100 by 175-foot rink will include a practice floor equipped with beginners' pipe rail, one of the contrivances used in the Perry B. Rawson method of teaching plain skating. The gadget is believed to be the only one of its kind in the State. Several hundred spectators may be seated around the main floor.

Prefabricated in Miami and assembled at the job site, the roof is of bowstring truss construction insulated against temperature change. Much of the interior lighting is permitted thru installation of new-type jalousies. Exterior lighting is in neon. The building's exterior is finished in rose Colorcrete, a waterproof surface for masonry. Paving and landscaping about the rink is nearing completion.

The staff includes Charles Diganard, skate room manager; Mr. and Mrs. Al Hammond, drink stand and door, and Bob McGurie, Grady Rogers, Eliotte Adcock and Robert J. Williams, floormen.

Watsonville Club Formed, Becomes Member of USARSA

WATSONVILLE, Calif., Sept. 18.—Watsonville Roller Skating Club, organized September 4 at a meeting in Anthony Callahan's Civic Auditorium Roller Rink here, has become a member of the United States Amateur Roller Skating Association, according to Paul J. Gilbert, manager of Del Monte Rollerdrome, Monterey, Calif.

Elected to office were the following: Lorraine Kauffman, president; Joyce Tony, secretary, and Lois Wagner, treasurer. Mrs. Clarice Wagner was named advisor.

GilAsh
Why not have the best?
SKATING BOOTS
GEO. GILLIS SHOE CORPORATION
FITCHBURG, MASS.

RIEDELL ★
The Accepted Leader in
SKATING SHOES
Riedell Sportshoe Co. Berkeley 3, Calif.

WE BUY AND SELL
New and Used Rink Roller Skates
Advise Make, Sizes, Condition and Quantity.
Also Best Price
JOHNNY JONES JR.
51 Chatham St. PITTSBURGH, PA.

SKATING RECORDS
with
STANDARD DANCE TEMPOS
Write for Complete List
SKATING RHYTHMS RECORDING CO.
P. O. Box 1538 Santa Ana, Calif.

MANAGER

Available for dancing pavilion or combination skating rink. Professional musical background ability as producer. At liberty in November or for 1949 season. Age 46, neat, with good character.

BOX D-47
The Billboard Cincinnati 22, Ohio

ELECTRIC EYE
Toy Sensation!

All Plush, Cotton Stuffed.
The Eyes Light.

#110 BLINKIE THE DOG

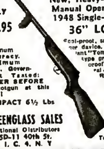
$18.00 Per Doz.
8 Inches Tall.
8 Inches Long.
Sample Postpaid,
$2.00 Ea.

#115 CUDDLY BEAR
$18.00 Per Doz.
Color: Blue & White, Pink & White.
11 Inches Tall.
Sample Postpaid,
$2.00 Ea.

#125 BAMBI
$24.00 Per Doz.
Color: Beige.
11 Inches Tall.
8 Inches Wide.
Sample Postpaid,
$2.50 Ea.

ORDER BY NUMBER
25% Deposit, Balance C. O. D.
Doz. Price F. O. B. Asbury Park, N. J.

JERRY GOTTLIEB, Inc.
Summerfield Ave. & Post Office Place
Asbury Park, New Jersey
P.O. Box 356 Phone Asbury Park 1-1524



12 GAUGE SHOTGUN
New, Heavy-Duty. Manual Operated. 1948 Single-Shot
36" LONG
Fool-proof, safety trigger device. Convenient "Tommy Gun" type grip. Rust proofed. (Barrel & Stock.) Requires no oiling or cleaning.

ONLY $9.95

Maximum accuracy. Minimum recoil. Government Tested: NEVER BEFORE a shotgun at this price!
COMPACT 6½ Lbs

JOBBERS WRITE
Territories open

GREENGLASS SALES
National Distributors
5D-11 40th St.
L. I. C. 4, N. Y.

ATTENTION, WAGON JOBBERS

Burkhead Styrars Clip Pocket Combs. In assorted colors—$2.75 per gross on beautiful display card.
Men's 18x18 Cut Hemstitched Handkerchief, 24 to a display card, Burkhead, $2.00 per card.
Burkhead Pyrex Fuse Plugs—24 to a nice display card—85¢ per card.
Patching Rubber Kits—3x6 rubber, 4, bevels and cement, 8¢ a can.
Terms: Net 10 days to rated firms, all other cash with order.

INDUSTRIES FOR THE BLIND
1810-12 N. Liberty St., Winston-Salem 4, N. C.

CHAIRS

Folding, Non-Folding
Many Styles
Steel, Wood,
Bridge.
State requirements.
Minimum order — two dozen.
ADIRONDACK CHAIR CO.
Dept. 5, 1140 B'way., New York 1, N. Y.

CLASSIFIED ADVERTISEMENTS

A Market Place for Buyers and Sellers

RATE: 12c A WORD — MINIMUM $2.00

All Classified Advertisements Must Be Accompanied By Remittance in Full

FORMS CLOSE
THURSDAY NOON IN CINCINNATI
FOR THE FOLLOWING WEEK'S ISSUE

To insure publication of your advertising in the earliest possible issue arrange to have your copy reach the publication office, 2160 Patterson St., Cincinnati 22, early in the week.

ACTS, SONGS & PARODIES

A-1 PARODIES, SPECIAL SONGS, MATERIAL for any act. 1948 catalog free. Kleinman, 1735 N. Bronson, Hollywood 28, Calif. se25

ARRANGEMENTS — FOR BANDS, SINGERS, songwriters, etc. Piano-vocal or orchestration. Any combination, any style. Accurate, modern. Fast service, moderate rates. Star Arrangers, 901 Beacon Bldg., Boston, Mass.

CATCHY POPULAR TUNE—COPIES FREE TO professional singers. James C. Finney, 258 Kinnard Ave., Dayton, O. oc2

COMICS, M.C.'S, VOCALISTS — GET SENSATIONAL Hollywood parody hit, "Manana," $1. Gags, Bits, Blackouts, Parodies, Special Material, etc. Increase your earnings. Sample list, $1. Writers Mart, P. O. Box 309, Culver City, Calif. oc0

EMCEE MAGAZINE — CONTAINING BAND novelties, comedy, parodies, monologs, patter. Subscription, $1. Emcee, 1508-B S. Homan, Chicago 23, Ill.

"MY DREAM ABOUT YOU"—FULL ORCHESTRATIONS now available. Introductory price, 40c per copy for limited time only. Remit with order. Dealers invited. Master Melodies Music Publishers, Inc., 22 Cedar Dr., Baltimore 20, Md. se25

SING "PENNSYLVANIA HILLS," "I LOVE You," "My Radio Man." Free copies. Dr. Grimes, Shubert Bldg., Philadelphia, Pa. oc16

AGENTS & DISTRIBUTORS

AGENTS, PITCHMEN, DEMONSTRATORS, DISTRIBUTORS! Make big money with amazing new toy. Sample, 10c. Thurber Plastic Products Co., Sabina, O. se25

AGENTS, PITCHMEN, DEMONSTRATORS — Make and sell Quickmend Solder anywhere. Mends with match. Women buy on sight. Cost 2c, sells 60c. Sample and literature, 50c. Western Chemical, Salem, Ore. oc9

AGENTS NEEDED—SLOT MACHINES. WRITE for wholesale deal. Webb Distributing Co., 0 S. Kedzie Ave., Dept. B2, Chicago, Ill. oc23

AGENTS—SELL FAMOUS DE LUXE PKG. Sachets and Flower Drops. Rare, unique. Every woman buys. Easy, quick year-round seller. Exquisite Christmas gift. 100% profit. Sample pkg., $1. Details free. Act today. Sachets Industries, 09 Lexington Ave., New York 16.

AMAZING OFFER—$40 IS YOURS FOR SELLING only 50 boxes, each containing 25 new, entirely different Deluxe Christmas Cards with or without name imprinted. Also 50 for $1. Free samples. Other boxes on approval. Write today. It costs nothing to try. Cheerful Card Co., 401 White Plains, N. Y. se25

AMAZING FOOT LOTION—AGENTS, CREW managers, distributors. Big profits. Milter Products, 218 Jackson Blvd., Chicago 6, Ill. se25

AN EXCLUSIVE $1 ITEM AVAILABLE TO you. Write now. Royal Service, Box 92, Station B, New York 2. oc11

AUG. THOMAS NEEDLE THREADERS IN attractive folders. Sample dozen, 40c. Delanos, 1117 Madison Ave., Covington, Ky.

BEAUTIFUL SHELL JEWELRY AND GLASS Novelties, wholesale only. $2 brings $5 samples returnable. Free illustrated folder on request. Wonderland Studio, Inc., P. O. Box 700B, St. Petersburg, Fla. oc9

BEAUTIFUL COSTUME STONE JEWELRY — Earrings, Pins, Necks, Bracelets. Wholesale, direct from manufacturer. Send $3 for sample order. Jerome Manufacturing Co., Inc., Box 171, Elmwood Station, Providence, R. I.

BEWILDERED NURSE—NEW COMIC FOLDER has the whole country laughing. Sample and wholesale prices, 10c. Jack Blades, Box 944, Altoona 5, Pa.

BIG VALUE—CHRISTMAS CARDS, 21 TO box, dozen boxes, $2.40; 100 boxes, $18 F. O. B. New York. Sample postpaid, 25c. List 20 other numbers. Charles Ulert, 16 E. 17th St., New York 3. oc2

BUY THOUSANDS OF NATIONALLY ADVERTISED products direct from manufacturers. Writing "Buy Direct and Save." Consumers Ass'n, 287 P Lebanon Ave., Mount Lebanon, Pa. se25

DEFROST REFRIGERATOR IN 30 MINUTES instead of 6 hours. No chemicals. No tools needed. Instructions, 25c. Carl Bohman, Saratoga Springs, N. Y.

ENORMOUS PROFITS SELLING NEW, USED clothing from store, home, auto. Men's Pants, 31c; Suit Coats, 56c; Ladies' Hose, 19c; Skirts, 20c. Hundreds other bargains. Free catalog. Portnoy, 587-B Roosevelt, Chicago.

ENTIRELY NEW — NOVELTY MERRY-GO-Round. Operates with music. A fast selling novelty, no competition. Acme, Copley St., Auburn, N. Y.

FREE SAMPLE—BIG PROFIT OPPORTUNITY with amazing Glow-in-the-Dark House Numbers, Switch Plates, Pictures, Decals, Religious Articles. Represent large manufacturer. Madison Mills, 303 Fourth Ave., New York 10, N. Y. np

HOSIERY, HANDKERCHIEFS, SHIRTS! QUICK shipments. Wholesalers, distributors, write for prices. Spartan Hosiery Co., Spartanburg, S. C. oc2

MAKE SENSATIONAL PROFITS! NEW, SELL-on-sight plastic line: Tablecloths, Aprons, many other splendid fast-selling items, novelties. Postal brings free details, special deals! Royalty, Box T-748, Passaic, N. J. se25

MAKE $20 A DAY! COMPLETE LINE. DOOR Name Plates, Knockers, Numbers. Write Hubstamp, 357 K Congress, Boston, Mass. oc30

MOUNTED BUCKING HORSES, STEERS, BUFFALOS, Burros, Charging Lions, Bears, Giant Jack Rabbits for photographers. Gilbert H. Jones Taxidermy Studio, Albuquerque, N. M.

NEW EXTRA MONEY PLAN—MAKE UP TO 100% profit without experience showing Christmas, Everyday Card Assortments; Wrappings, Stationery, Coasters. Unusual, attractive. Boons. Special offers. Send for free samples 30 different Name Imprinted Christmas Cards, 50 for $1; 25 for $1 and $2; Stationery, Coasters. Christmas, Everyday Assortments on approval. Thomas Terry Studios, 90 Union Ave., Westfield, Mass.

PLASTIC CHRISTMAS CARDS—EXCLUSIVE new plastic, sachet, panoramic and cards Christmas assortments. Five leading 21 card $1 feature assortments. Six portfolios of personal cards. All this plus America's fastest imprint service. Free samples. Elmcroft Card Co., 5930 S. Western, Chicago 36, Ill. no6

SELL SINUS, HAYFEVER BALM—MILLIONS suffering. Eradicates mucous, never fails. Agents, $3.60 dozen; single, $1. Guy's, Rt. 8, Duluth, Minn.

SELL 10c AND 25c BOOKS—BIG PROFITS. Instruction, entertainment, reference, humor, recitations, magic, athletics, health, etc. Write your business. 26 different samples, $1 postpaid. Stein Publishing House, 521 S. State St., Chicago, Ill.

SWEET SMELLING PERFUME BEADS—JOBBERS' prices. Particulars free. Sample line, $1. Mission, 2328-B W. Pico, Los Angeles 6, Calif. oc2

$3 DOZEN PLASTIC APRONS—OTHER QUICK-selling quality buys, including Matching Tablecloth-Apron Sets, $12 dozen. Sample set, $1.25. Free catalog. Jole Mfg. Co., 2510 E. 119 St., New York, N. Y. oc2

ANIMALS, BIRDS, PETS

AGOUTIS, $25 EACH; BABY ANTEATERS, $50 each; Golden Spider Monkeys, medium and large, $25 each. Cage broken, healthy animals. Ross Allen, Silver Springs, Fla. oc9

EDUCATED AND TRICK PONY—GOOD LOOKing, wonderful performer, work anywhere without harness. For particulars, Geo. E. Roberts, Manager Pamahasika's Studio, 3504 N. 8th St., Philadelphia, Pa. Telephone SAGmore 5536. se25

FOR SALE — LIVE ARMADILLOS, HARDY specimens, good feeders. Shipped immediately, $5 each, $9 pair. Cash with order, also Armadillo Novelties. Apelt Armadillo Farm, The World's Only, Salado, Tex.

FOR SALE — MIDGET MULES: BLACKS, Spotted, Albinos, etc. P. M. Norwood, Gainesville, Ala.

GOLDEN HAMSTERS—SOMETIMES CALLED Toy Red Bears, $3 pair; $15 dozen. Rothrock's Hamstery, 308 Owen, Mount Vernon, Ind.

HEALTHY STOCK, NO JUNK—FAT ALLIGAtors, Armadillos, Black Iguanas, Horned Toads, Crocodiles, Prairie Dogs, Snakes, Monkeys, Wild Cats, Kangaroo Rats, Racing Terrapins, Mice, Rats, Deodorized Skunks, Chameleons, Japanese Silkie Bantams, Gila Monsters, Guinea Pigs, Beaded Lizards, Black Spider Monkeys, White Doves, Peafowl, White Fantail Pigeons, Giant Jungle Rats, African Porcupine, Raccoons, Opossums, Ringtail Cats. Wire Otto Martin Locke, New Braunfels, Tex. se25

MONKEYS—MOTHER AND BABY COMBINAtion, $50; Spider Monkeys, any size, any amount, $25 each. Other animals on hand. 50% with order, shipment same day. Anteaters, black and white, good exhibit, $50 each. Kinkajous, $50. Animal Importers Exchange, Box 1403, Miami, Fla. se25

TAME BABY GUINEA BABOON, BABY RINGtail Monkeys, Baby Red Spider Monkeys, African Porcupine; fine, fat, Indian Rock Python, 12'; African Rock Python, 6'. Chase Wild Animal Farm, Egypt, Mass. oc2

Merchandise You Have Been Looking For

Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys. Every kind of Glassware, Blankets, Hampers, Hassocks, Plaster Slum, Flying Birds, Whips, Balloons, Hats, Canes, Ball Game Specials, Bingo Merchandise.

Catalog Now Ready — Write for Copy Today

IMPORTANT To Obtain the Proper Listings, Be Sure and State in Detail Your Business and Type of Goods You Are Interested In.

1-day Service
ACME PREMIUM SUPPLY CORP.
1111 South 12th, St. Louis 4, Mo.

Quality—Style—Price

All Extra Heavy Mountings

Hustlers and all stone ring workers, buy direct from one who understands your needs!

#8404 PER DOZEN $22.50
1/20 12K Gold Filled. Large white stone center, two ruby colored or all white.
Pat. Pending!

#8406 PER DOZEN $20.00
1/20 12K Gold Filled White center stone on massive setting, 3 ruby colored stones each side.

#8402 PER DOZEN $18.00
1/20 12K Gold Filled White center stone set on sterling top, ruby colored stone each side.

#8515 PER DOZEN $16.00
1/20 12K Gold Filled. Large white center, White, red and birth stone color Baguette sides.

#8632 PER DOZEN $23.00
1/20 12K Gold Filled. White stone center, 5 ruby colored side.
Without side stones, #8410, $18.75 Doz.

#8408 PER DOZEN $21.00
1/20 12K Gold Filled. Fine tailored mounting, all white stones.

#9400R PER DOZEN $18.00
1/20 12K Gold Filled. Large white center with side stones
Without side stones, #8400, $15 per doz.

WEDDING SET
1/20 12K Gold Filled $9.00 PER DOZEN
#8528 Engagement ring Large center stone, 4 side stones.
#8524 Wedding Ring Set with 7 stones. $6.00 PER DOZEN

10 days' money-back guarantee if rings not as represented or unsatisfactory in any way. Just return rings in same condition received for full refund.

SAMPLES—Dozen or Half Dozen Your Choice—Regular Price. Order the Sizes You Need. All Orders Shipped Same Day.

TERMS: C. O. D., Money Order or Check.

DES MOINES RING CO.
1135 26th St. DES MOINES IOWA

CIGARETTES

ALL POPULAR BRANDS

Minimum order four cartons. No C.O.D.'s.
FREE: A beautiful plastic cigarette box with any order of 10 Cartons or More.

$1.44 PER CARTON

Add 6¢ per carton for Postage, Insurance & Handling Charges.
Send Check or Money Order to
VAN STAT CO.
Dept. 82 P. O. Box 932, Wilmington, Del.

GENUINE SILVER MEXICAN JEWELRY

$5 Assortment Retails for $15
$10 Assortment Retails for $30
$25 Assortment Retails for $75
Free Catalog—State Your Business

SUNLAND NOVELTY CO.
P. O. Box 719 El Paso, Texas

JOIN MAIL SELLING OPPORTUNITIES CLUB!

Without parallel, the most helpful and co-operative organization of its kind; offering its members money making mail order plans of merit, ideas and trade secrets.
Write for free details.

F. EDW. JOHNSON
1448 Cass Ave. St. Louis 8, Mo.

WE WANT YOUR BUSINESS!!

SPECIAL CLOSE-OUT

Pyrex Custard Cups, 72 in carton. Only 150 cartons to sell. Per Carton $1.80

GLASSWARE

Miniature Beer Mugs. Gr.	$3.80
8-Oz. Glass Tumblers. Gr.	3.98
Glass Teacups, Green Tint. Gr.	6.00
Glass Saucers, to Match Cups. Gr.	5.00
Glass Candle Holders. Gr.	4.80
Glass Ashtrays. Gr.	5.50
Glass Desert Dishes. Gr.	4.80

BALL GAME GOODS

Aluminum Milk Bottles, not loaded. Ea.	$1.10
Wood Milk Bottles, loaded ½ lb. Ea.	.65
Wood Milk Bottles, loaded 1 lb. Ea.	.80
Wood Milk Bottles, loaded, 3 lbs. Ea.	1.10
"Worn" Baseballs. Dz.	5.85
Plaster Doll Asst. 13½ to 15½ in. Dz.	8.00
Swaggers, Full Size. Gr	6.00
Plastic Crook Handle Canes. 100 for	15.00
Tinsel Batons, with Balls. Gr.	16.75
Composition Monkey on Stick. Gr.	36.00
Fur Jumping Monkey without Stick. Dz.	8.00
Celluloid "Kewpie" Doll w/feather Dress, 8 in. tall. Dz.	5.75
30" Jumbo Fox Tails. Dz.	4.80
Beacon Mingo or Magnet Blkts. Ea.	5.60
Beacon Toho or Midway Blkts. Ea.	5.75

Case Lots of 50—10¢ Less per Blanket.

SLUM

Enamel Tin Cigarette Cases. Gr.	$4.00
Stone Set Rings. Gr.	.85
Gold Plated Band Rings. Gr.	1.65
Plastic Toy Knives, Forks and Spoons. Gr.	1.00
Decorated Metal Ashtrays. Gr.	5.50
asco Plastic Animal Standups. Gr.	.85
lastic Bean Blower. Gr.	5.00
ean Blower Ammunition (250 pkgs.)	5.40
n. Metallic Paper Hats. Gr.	5.00
mic Postcards, Very Snappy. 1000 for	5.50

NOVELTY GOODS

Lamp, Electric. Dz.	$18.75
(Inside Whistle) Bird. Gr.	14.60
Outside Whistle) Birds. Gr.	12.00
Snakes. Gr.	6.80
Chinese Paper Snakes. Gr.	7.80
White Sailor "Gob" Hat. Gr.	18.00
Miniature Cowboy Hat. Gr.	14.28
Miniature Spanish Hat. Gr.	16.00
Robin Hood Hat. Gr.	14.80
Comic Yodler Hat. Gr.	16.50
Mexican "Chole" Hat. Gr.	24.00
Full Size Cowboy Hat. Gr.	36.00
Coolie Straw Hat. Dz.	2.76
Miniature Mexican Straw Hats. Gr.	5.76
Miniature Straw Katys. Box of 3 Dz.	5.75
Beanie Propeller Hats (3 Blades). Dz.	2.26
Cardboard "Pop Gun". Gr.	4.85

LEVIN BROTHERS

TERRE HAUTE, INDIANA

25% Deposit Required With All C. O. D. Orders

FOLDING CHAIRS

PROMPT DELIVERY

IN STEEL OR WOOD

Write for Catalog

J. P. REDINGTON & CO.

DEPT. 28 SCRANTON 9, PENNA.

FIREWORKS and NOVELTIES!

- Housewares
- Cutlery
- Kitchenware
- Toys
- Wheel goods
- Novelties

Send for Catalog

Order Now • Lowest Prices

ACME SALES CO.

P. O. Box No. 1141, Atlanta, Ga.

Genuine Latest Styles

FUR COATS

JACKETS AND SCARFS!

$5.50 UP

Let us put you in business for yourself! Big profits! Buy direct from reliable wholesale firm latest 1948 style Fur Coats! All sizes and colors! If not satisfied money refunded within 5 days! Wire or write today for free price list and catalog! Agents wanted!

ROSE FUR CO., Dept. P-25
50 W. 27th St. New York 1

BUSINESS OPPORTUNITIES

"COLLECT AND GROW RICH" IS A FREE booklet that's yours for the asking. Learn of this opportunity for a life-time spare or full-time office business of your own, where you can make a profit on the work of thousands of others. T. J. Surface, Pres., Dept 218J, Roanoke 4, Va. se25

COMPLETE MOVIE EQUIPMENT—FOR THEATER or drive-in. Trade for Rides, Bowling, Rink or what? F. Shafer, Washington, Ind.

FAST SELLING $1.25 PATENTED HOUSEHOLD Item available to "per inquiry" radio stations. Good allowance. Salvatori, 2327 3rd Ave., Riverside, Ill.

FIVE NICE CLEAN WAYS TO EARN MONEY at home. Local and mail order. Saccani, Box 3525-B, Cleveland 10, O.

FOR SALE—BEER, LIQUOR AND RESTAURANT License, Equipment and business. Write Box 804, Lewistown, Pa.

ORIGINAL KOEHLER SIGNS—LEADER SINCE 1890 1500 varieties for stores, taverns, etc. $4 per 100. Free catalog. Koehler, 335 Goetz, Lemay 23, Mo. oc9

PUSH CARD OPERATORS WHO WANT TO make $200 a week without investing a penny, contact Mammoth Sales, 1311 Widener Bldg., Philadelphia 7, Pa.

REFRESHMENT CONCESSION — BAR AND restaurant, lease, established 12 yrs. Best location, wonderful opportunity, Staten Island summer resort. Write Box C-135, c/o Billboard, Cincinnati 22, O. oc9

ROLLER RINK — PORTABLE, COMPLETE, 40x90, A-1 condition, no junk, any good offer accepted. Write Box C-184, c/o Billboard, Cincinnati 22, O. se26

ROLLER RINK, BUSINESS, EQUIPMENT AND Building, Greater Cincinnati, floor 40x100, easily operated, good profit; complete, $11,500. Terms. W. G. Schmidt, 350 Elberon Ave., Cincinnati 5, Ohio.

SELL BY MAIL! HUGE FALL BUSINESS ahead. 25c brings cooperative dealer plan, sample "leader" booklet. Graphic, Box 867 Manchester 1, N. H. se25

TRAILER TYPE CONCESSION OUTFIT—CONsists of 1941 Federal tractor, frozen custard, 10-hole ice cream cabinet, grill, root beer barrel, 24-case dry beverage cooler, 11-ft. Frigidaire. Equipment almost new. $6,000. Theodore Kiasch, 3902 W. 11th St., Erie, Pa.

TRAVEL ANYWHERE, ANYTIME—EARN AS you go. Be your own boss. Make $85 a week or more Literature free. Traveler, La Grange 10, Ind. oc2

YOU MAKE THEM. WE SELL THEM! NEW liquid plastic makes many items. Terrific demand. Earn minimum of $50 per week at home. No experience or machinery required. We supply raw materials and instructions. Write Travaco Laboratories, P. O. Box 1888, Boston 6, Mass. se25

COIN-OPERATED MACHINES, SECONDHAND

A Large List of Second-Hand Coin Machine Bargains will be found on page 90 of this issue.

COSTUMES, UNIFORMS, WARDROBES

ALL-BRAIDED CELLOPHANE WAISTBAND Hula Skirts, with Leis, $7.50; Straw Hula Skirts, $2.50; Spangle-trimmed Strip Panel and Bra Sets, $6.50; Rhinestone G-Strings, $6.50; Bras, $1.50; Chorus or Strip Pants, $1.10. C. Guyette, 346 W. 45th St., New York 19. Tel. Circle 6-4137.

CLOWN GOODS AND ACCESSORIES—SEND for circulars. The Costumer, 238 State St., Schenectady, N. Y. no7

MINSTREL MEN—SEND FOR CIRCULARS ON Minstrel Goods. The Costumer, 238 State St., Schenectady, N. Y. no7

SANTA CLAUS HEADQUARTERS—COSTUMES, Wigs, Beards and Accessories. The Costumer, 238 State St., Schenectady, N. Y. no7

SINCE 1868—COSTUME BARGAINS, CHORUS, dollar up; principals, three up. No catalog. State wants. Guttenberg, 9 W. 18th St., New York 11, N. Y. no20

FOR SALE SECONDHAND GOODS

ALUMINUM GEARED POPPING KETTLES all electric Popping Units. Peanut Roasters, Cup per Caramel, Candy Kettles. Display Cases. North side Co. Indianola Iowa oc19

SHOOTING GALLERY—PART MOVING, WELL built, good condition. Jay F. Milliser, 6109 E. Washington St., Indianapolis 19, Ind.

U. S. ARMY CANTEEN CUPS—ALUMINUM OR stainless steel, like new, 16 oz., collapsible handle, many uses, lasts forever, $1.50 dz. prepaid. No C. O. D.'s, cash with order. O'Brien & Ellsworth, 1022 E. 85 St., Cleveland, O.

FOR SALE—SECONDHAND SHOW PROPERTY

ABOUT ALL MAKES POPPERS AVAILABLE—50 complete Candy Corn Machines and Cookers, $225; complete set. 50 All-Electric, from $155. Krispy Korn, 120 S. Halsted, Chicago, Ill. oc16

AUSTIN FIRE ENGINE—NEW AND ORIGINAL, have two, sell one, reasonable. Write for details and photo. Evans, 102 Osgood, Long Beach 5, Calif.

BARGAINS GALORE—THEATER AND SOUND Projectors, 8, 10, 35mm.; Arcs, Rectifiers, Chairs, Drapes, Screens. Catalog mailed. S. O. S. Cinema Supply Corp., 602 W. 52nd St., New York 18, N. Y. np-se26

COMPLETE EQUIPMENT FOR 600-SEAT movie theater. Excellent condition. Movie Supply Co., 1318 Wabash Ave., Chicago. oc16

FOR SALE—CONCESSION TRAILER, LARGE corn popper in one end, living quarters in other end. Three good six-ply tires. Would make a good grab joint to go south for winter. Mrs. Grace Hayes, Oakland City, Ind.

FOR SALE—20x50 TENT AND SIDEWALL, 12-oz. khaki, ropes, stakes, poles, $125 complete. Fireproof, waterproof, mildewproof. Guaranteed like new. 1/3 deposit, balance C. O. D. Sandy Tamargo, Charlestown, Md. oc2

FOR SALE—SEMI-TRAILER ORCHESTRA BUS with 1947 Dodge tractor in excellent condition, trailer equipped with 110 and 6-volt system, running water, 10 individual beds, closet and drawer space, large instrument compartment. Write Mal Dunn, 848 Insurance Bldg., Omaha, Neb. se25

FOR SALE—10 CAR KIDDIE AUTO RIDE. 1930 Chevrolet Truck, long wheel base, $500 for both. Will sell separate. Lee Carpenter, care Central Service, Chatom, Ala.

FOR SALE—1946 10 CAR ALLAN HERSCHELL Auto Ride, $2,200. John Goff, 1558 West 7 St., Dunellen, N. J.

FOR SALE—ERIE DIGGERS, TWELVE, IN new trailer, $1400 complete. No wires, no calls. Come get them. Lamar Byrum, Shelbyville, Mo.

FOR SALE OR TRADE—1 1948 ADDISON Train, used only 3 days, complete with cover and extra track. Price, $2900 F.O.B. Decatur, or will trade on a Tilt or Octopus, etc. J. L. Culmber, 2015 N. Water St., Decatur, Ill.

FOR SALE—16MM. SOUND, 16MM. AND 8MM. and equipment for sale. If interested you will send stamps for listings. Mertz Film Service, 324 D St., San Bernardino, Calif.

FULLY EQUIPPED PORTABLE ROLLER RINK, 60'x120', O. Henry tent, two seasons old, hard maple floor, 400 prs. Chicago skates, p.a. system, cash register, other miscellaneous items. Price, $7,500. Write Fenton Ankeny, Brownsdale, Minn. oc2

KIDDIE AUTO AND TOONERVILLE TROLLEY Ride Plans, full-size pattern, both $9. Free catalog. Brill, 228-B North University, Peoria, Ill.

LONG-RANGE LEAD GALLERY—COMPLETE with sidewalls, 12' wide, 10' high. Equipment in excellent condition. Can be seen in operation. William Schmidt, 418 Thomas Ave., Forest Park, Ill. se25

MINIATURE STEAM TRAIN — COMPLETE, now operating in park; engine (new), powerful 4-6-2; coal boiler, burns coal or oil; tender, coaches, 12⅝ gauge, plenty 12# rail, bargain, $3,000. Terms to responsible party. Consider booking in good park. Reason for selling: Have 3. Wire or write. John Gaynor, Ottawa, Kan.

RINK OPERATOR—LOOKING FOR WINTER location, can furnish all equipment including maple floor, 150'x50', organ and organist. 12 years' experience. Write C. G. Gauthin, Jr., 1405 N. 1st Ave., Tucson, Ariz. oc2

SHORT-RANGE SHOOTING GALLERIES — Models now ready. Photos and specifications on request. Supreme Welding Co., 3320 14th St., Detroit 8, Mich. Phone Temple 1-7952. oc9

SUPER BARGAIN — FLY-O-RIDE (MAJOR Ride), Kid Aeroplane Ride, Reo Tractor, 18" Fruehauf Trailer, 1-ton GMC Panel Truck, all for $2,350. Consider concession trailer, automatic doughnut machine, sideshow, in trade. Tim Ayotte, 2000 Lincoln, Saginaw, Mich.

THEATER SEATS, SCREENS, BENCHES, Folding Chairs, Tents, 16mm. Film, Rines, Projectors. Lone Star Film Co., Dallas, Tex. se25

7 MINIATURE CIRCUS WAGONS—SUITABLE for wildlife exhibit, solid, beautiful, $300 Write John Gaynor, Ottawa, Kan.

12 ERIE DIGGERS IN OPERATION NOW—NO junk, $1200. Digger Trailer, $300. 1 Pusher Type Rotary, $100. J. Beivin, 236 Vaughn St., Waterloo, Iowa.

22 FT. 1948 CUSTOM BUILT HOUSE-TRAILER. Back opens up exposing Direct Positive Photo Booth. Size 2½ x 3 photos. Front used for studio or living quarters. Enough supplies for approximately $450 returns. Returning to army. Sacrifice everything, $1,850. New, used two months. Smoot Johnston, Box 855, DeLand Airport, DeLand, Fla.

2000 FEET NEW 12-POUND STEEL RAIL FOR miniature railroad, 57c lineal foot, F. O. B. Ottawa, Kan. John Gaynor.

INSTRUCTIONS BOOKS & CARTOONS

NOW YOU CAN HAVE AN OFFICE—LEARN credit-collection business by new home study course. Many earn up to $5,000-$15,000 annually. Free bulletin. Franklin Credit School, Dept. 220-J, Roanoke 7, Va. npse25

YOU CAN ENTERTAIN WITH TRICK CHALK Stunts and Rag Pictures. Catalog, 10c. Balda, The Lightning Cartoonist, Oshkosh, Wis. oc9

MAGICAL APPARATUS

A NEW SUB-MINIATURE RADIOPHONE FOR mentalists mindreaders, horoscope pitch. Each unit weighs less than pound, easily concealed. Write for brochure, specifications, price. Nelson Enterprises, 336 S. High St., Columbus, O. se25

MAGIC BEER BOTTLE PRODUCTION—PROduce a beer bottle from friends' pockets, etc. Real looking rubber beer bottle that packs in palm. Instructions and bottle, one dollar prepaid. Order one now. Jack Eastwood, Box 023, Parkersburg, W. Va.

MAGICIANS' HEADQUARTERS — 400-PAGE professional catalog, pocket, parlor, stage tricks. World's finest magic. Send $1 for catalog (refunded first $5 order). Kanter's, B-1311 Walnut, Philadelphia 7, Pa. oc23

NEW 1948 CATALOG—MINDREADING, MENtalism Spirit Effects, Horoscopes, Forecasts, Crystals, Palmistry, Graphology, Books. 164-page illustrated catalog, 50c. Wholesale. Nelson Enterprises, 336 S. High St., Columbus, O. se25

SINGLE VENTRILOQUIST—AT LIBERTY THE last half of September. Prefer playing schools. Possibly with magician. Can also do another small act. Can send pictures, advertising. Contact Bill Spake, Gen. Del., Greenville, S. C.

USED MAGIC—WE BUY AND SELL. WRITE now Well-Made Products, 224B E. 8th St., Los Angeles 13, Calif. se25

VENTRILOQUIST FIGURES—MADE TO YOUR order. Illustrated catalogue, 25c. Frank Marshall, 5616 S. Loomis Blvd., Chicago 36, Ill.

(Continued on page 80)

GET INTO $5 AN HOUR CLASS

Why work for peanuts when you can make up to $5 an hour specializing on easy-to-sell, easy-to-carry solid brass name plates for homes. Genuine engraved, stay-bright finish; direct from manufacturer. Collect $1 with order; we deliver. Fast calls, fast sales, fast $1 profits for you. Write today.

Hub Stamping & Engraving Co.

357-Q Congress St. Boston 15, Mass.

ELECTION SPECIAL FOR DECORATORS

FAST SERVICE ON BRIGHT, BEAUTIFUL 1948 CAMPAIGN DECORATIONS

REPUBLICAN—DEMOCRATIC

Make sure of those extra election-year profits with Dettra's beautiful 1948 Campaign Decorations in strong, bright Everwear Sheeting. Guaranteed color fast.

Flags, Banners, Panel and Fan Drapes beautifully designed with clear silk-screen reproductions of candidates' official portraits.

Immediate delivery. Write today for prices, complete information.

Don't forget Dettra for all decorating materials and flags. We have a complete line.

DETTRA

FLAG CO., INC., DEPT. 31
OAKS MONTGOMERY COUNTY, PA.

TIMELY! A FAST SELLER

No. D320 sells out fast in taverns, cigar stores, clubs, pool halls, liquor stores, fairs, bazaars, etc. This stupendous deal consists of 70 assorted and frequently changed surprises in packages. Each contains a good 10¢ value. (Shipped by express or freight, collect.) Weight, 12 lbs.

COSTS YOU $3.50 Lots of 14 $3.35 EA.

SPORS CO., 8-48 Lamont, Le Center, Minn.

Dealers

MAKE MONEY ON FIREWORKS

Get in line NOW for our Fall Fireworks Specials. Write for complete Illustrated Catalog.

SPENCER FIREWORKS CO.
Wholesale Dept. Polk, Ohio

FELT PENNANTS

4x 9"	@ $ 25.00	Per M
7x15"	@ 63.75	Per M
9x24"	@ 110.00	Per M

Send for Samples and Price Lists.

UNIVERSAL FELT & SUPPLY CO.

55 Eddy St. Providence 3, R.

RED-HOT SELLERS

- **JOBBERS**
- **DEALERS**
- **CONCESSIONAIRES**
- **PUNCHBOARD OPERATORS**

BUY DIRECT FROM MFR.

$7.20 Doz.

Now you can make huge profits on small turnover investment with the fastest selling merchandise to hit the country today.

Our billfolds have been on display in almost every type of retail establishment from expensive specialty shops to confectionery and drug counters with our merchandising plan . . . and have met with terrific success everywhere.

The display card is 20"x14" on a glossy faced front. The wallets displayed come in three different styles with all-way-round zippers: Embossed Pictures, Alligator Grain, and the sensational Hubba-Hubba with glossy patent leather finish. Each billfold has four windows (eight views), a long pocket for bills, an identification pocket and insert, coin holder and attached beaded key chain. Special for the men—an extra pocket instead of coin holder.

Complete selection and display card **$7.20 per doz.** in gross lots to jobbers **$72.00 per gr.** ($6.00 per doz.)

(Also enclosed with shipment, information on separate prices for separate styles on quantity purchase.)
Send 20% with order, balance C.O.D. Delivery within 5 days. If not thoroughly delighted on receipt of goods we GUARANTEE complete refund of your money immediately.

CONCORD *Distributors, Inc.*

246 5TH AVENUE ***Nat'l Mfrs. and Distributors*** **NEW YORK 1, N. Y.**

FISHING...
HUNTING..
GOLFING..
AT GAMES.

FOOTBALL & OUTDOOR CONCESSION MEN

RAIN-CAPE COVER-ALLS

A MONEY MAKER! Sell these AMAZING Cover-Alls to Hunters, Fishermen, Golfers, and at all sporting events.

9¢ EACH

Made of durable plastic, with transparent top; covers entirely, yet folds to fit pocket or purse. Provides 100% protection when it rains.
Retails to $1.00!

PACKED 100 TO CASE . . . ONLY 9¢ EACH in lots of 100-1,000; F. O. B. P'gh. 3 Samples, $1.00 postpaid. Cash or check with order.
(No C. O. D.'s, please.)

(Write for prices in larger quantities)

E. L. KLEIN

5590 Hampton St., Pittsburgh 6, Pa. (Room 9)

Guaranteed to increase your sales!

- 6 Qt. Capacity in Satin Finish Hammered Aluminum.
- Fully guaranteed with complete set of instructions for use in each box.
- Each cooker equipped with flashy, multi-colored display band.
- Approved by Underwriters' Laboratories.

"Swifty" PRESSURE COOKER

$5.00 Ea. in Doz. Lots

Sample, $6.00 Postpaid

ORDER TODAY. BIG RETURNS!

25% Deposit, Balance C. O. D.

Telephone: ORegon 3-6330

CUTTLER & COMPANY, INC.

928 Broadway...New York 10, N. Y

STUPENDOUS — COLOSSAL — AMAZING

Ball Point Pens and Cigarette Lighters in Jeweled Filigree designs. Our Ball Point Pens and our Cigarette Lighters have taken on the "rich look" and are the novelty sensation of 1948. Lavishly filigreed and glamorously encrusted with simulated gems—every customer's eyes will gleam and sparkle—beautifully boxed—a truly sensational value.

Each Priced $7.20 Per Dozen, F. O. B. Cleveland

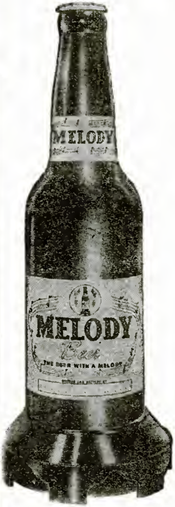
SAMPLES, $1.00 EACH. PREPAID. RUSH YOUR ORDERS NOW—A SURE WINTER BANKROLL.

CLEVELAND WHOLESALE JEWELRY CO.

431 SCHOFIELD BLDG., CLEVELAND 15, OHIO

Believe it or not . . . it's a RADIO

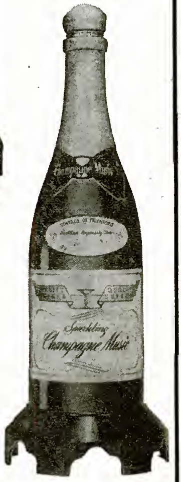
Turn the cleverly designed bottle cap . . . out pours your favorite radio program! These brand-new, exciting and different radios are designed to catch the eye and please the ear. Carefully engineered for excellent reception and trouble-free performance. Ideal for taverns, bars, cafes, night clubs, bowling alleys . . . private clubs, rumpus rooms, recreation rooms and many other places. ORDER TODAY.



- Attractively shaped plastic cabinets in colors to simulate a real beer bottle and champagne bottle.
- 23 inches high—5½ inches in diameter.
- Volume control and switch are concealed in base.
- 5 tube Superheterodyne—operates on AC or DC.
- Cap of bottle is the dial.
- Quality reception and tone pick-up.
- Standard broadcast.
- Factory guaranteed.

BEER BOTTLE RADIO..... 25.95 EACH

DELUXE CHAMPAGNE BOTTLE RADIO..... 29.95 EACH



⅓ deposit With Order
F. O. B. Chicago
Net 10 days to rated firms

DE FOUR SALES COMPANY

1519 W. DEVON AVE. **CHICAGO 26, ILL.**
Phone: AMbassador 2-5690

SLUM (GIVE-AWAYS)

3000 pieces asst. $25.00

Novelties, Toys, Brooches, Pins, Kids, Necklaces, Jewelry, Cosmetics, many other items too numerous to mention.

Wallets (Genuine Leather, Asst.). Reg. $1 Retailers, Doz.	$3.00
Flats, Brass, All Branches of Service, All Sizes, With or Without Stones. Gross	4.60
Lockets, 24-Kt. G.P., 18-in. Chain Gaz.	4.80
Crosses, 24-Kt. G.P., 18-in. Chain. Gaz.	4.50
Identification Bracelets. Doz.	2.00
Earrings, Asst., Plastic Backs. Gc. Pr.	2.25
Earrings, Asst., Metal Backs. Gc. Pr.	7.20
Pins, Asst. Styles, $1.88 Retailer. Doz.	3.00
Findings: Jewelry Parts, All Kinds; Stones, Glasps, Chains, Etc. Lb.	1.50
Religious Medallions on Chains. Doz.	3.00
Key Chains, Boxed. Doz.	4.00
Necklaces and Beads, Asst. Doz.	2.00
Stones From Jewelry, 1000 Asst.	4.50
Indian Beads (Bulk). Lb.	1.50

Lucky Novelty

PRIZE BOXES

Assorted Novelties of All Kinds

$4.50 Gr. Boxes

JEWELRY *(Mostly Boxed)*

PINS • NECKLACES • BRACELETS
EARRINGS • IDENTS • ETC.

Retail Value up to $5.00 Ea.

1,000 Pc. Asst.....15c Ea.
500 Pc. Asst.....20c Ea.
100 Pc. Asst.....25c Ea.

SURPRISE PACKAGE

Sheltered Treasures

10 Rich-Looking JEWELRY and quality COSMETIC items

Here's what you get:

- Bracelet
- Necklace
- Earrings
- Pin
- Perfume
- Toilet Water
- Cologne
- Face Powder
- Lipstick
- Compact

$1.25 Per Set in Doz. Lots.

Sample Set $1.75

Original retail value up to $10.00

25% Deposit, Balance C. O. D.

Mdse. Distributing Co.
19 E. 16th St. New York, N. Y.

GLASS

ASH TRAYS—BOWLS
NAPPIES—SUGAR
NEW RED-COLORED GLASS
All Kinds

PLASTER All Kinds

SLUM—BLANKETS—LAMPS—Etc.

One Hour Shipping Service

HOUSE OF STAPLETON
3509 14th St. Detroit, Mich.
Phone: TEmple 1-0397

Photo Machines **Original**

Amsco means more profits. Fastest delivery. Plenty supplies. New — Used. Beautiful, durable, portable. Simplified so anyone learns in hour. American Stamp & Novelty Mfg. Co., 4801 Rosemoyne, Houston 6, Tex. (formerly of Okla. City).

MISCELLANEOUS

OUR NEW DANCEWAX PROMOTES A BRILliant shine, eliminates dusty ballroom floors. Send $7 for 25# economy bucket. Parcel post prepaid. Colony Dancewax, Davenport, Iowa. oc2

P-38 BELLY TANKS—NEW, STEEL, 10-FOOT or 0-foot size, $9.05. Buck's Auto Parts, 89E Merced 14, Calif. se25

SIDEWALL—NEW, WATERPROOF AND MILdew-proofed, complete with grommets and rope. Green or khaki, approximate 8 oz., 6x100', $54.56; 7x100', $63.04; 8x100', $71.52; 9x100', $80; 10x100', $88.48. Made in any lenght af above rate per running foot. 25% deposit. Satisfaction guaranteed. Michigan Salvage, 417 W. Jefferson, Detroit 26, Mich. Phone CAdillac 5091. oc23

MUSICAL INSTRUMENTS, ACCESSORIES

8 DEAGON MUSICAL RATTLES—C TO C HIGH pitch, Style A, fair condition, make offer. J. F. Hart, 503 Weart Ave., Lyndhurst, N. J.

PERSONALS

ART PHOTOS—SAMPLE, 50c; 3 FOR $1. Post Office Box 2011, Phoenix, Ariz. oc9

BERNARD H. BAKER: PLEASE GET IN touch with your folks at once.

CHUCK BOYLE: PLEASE CONTACT BILL West, 373 N. 1st St., Salt Lake City, soon as possible.

RECEIVE LOTS OF "INTERESTING MAILS"—25c will keep your mail box full for three months. Bentz, Jr., Chatawa 19, Miss.

PAT COREY—IMPORTANT THAT YOU GET in touch with Lorraine.

WANT TO HEAR FROM GROUPS USING the song "How True," and if any transcriptions. M. E. Graaf, 5525 Broad St., Pittsburgh 6, Pa.

PHOTO SUPPLIES DEVELOPING-PRINTING

ATTENTION—DIRECT POSITIVE OPERATORS Authorized Eastman distributors. Write for 1948 catalog announcing medium priced metal and glass Frames, Folders, Chemicals, hand-painted Backgrounds, Comic Foregrounds, Paper and double unit Photo Machine. Hanley Photo Supply Co., 1414 McGee, Kansas City, Mo. se25

COMIC FOREGROUNDS AND BACKGROUNDS in stock. Photo Rings, Mounts, Photo Novelties. Free literature. Miller Supplies, 1535 Franklin, St. Louis, Mo. oc16

COMPLETE LINE OF DIRECT POSITIVE SUPplies. Write for price list. Marks & Fuller, Inc., 10 Scio St., Rochester 4, N. Y. se25

DIME PHOTO OUTFITS, CHEAP—ALL SIZES. Drop in and see them, latest improvements. Real bargains. P. D. Q. Camera Co., 1161 N. Cleveland Ave., Chicago 10, Ill. noll

DIRECT POSITIVE PHOTOGRAPHERS — WE supply everything you need. Reasonable prices. Eastman D.P. Paper, Chemicals, Frames, Backgrounds, Comic Foregrounds, Cameras for indoors or outdoors, complete Photo Booths, etc. Free information and prices. We are old and reliable since 1963. P. D. Q. Camera Co. 1161 N. Cleveland Ave., Chicago 10, Ill. oc2

FOR SALE—ONE DIRECT POSITIVE CAMERA, f4.5 Wollensak Velostigmat lens. Write Hebe Whitfield, 1820 21st St., So. Birmingham, Ala. Phone 7-0049.

FOR SALE—11 ROLLS EASTMAN D.P. PAPER. 2"x250 ft. Expiration date, July, 1047. $15 takes all. 420 W. Broadway, San Diego, Calif.

ELGIN-WALTHAM

Rec. Mov., 12 or 16 size—brand new cases Chromium case, boxed.

7 Jewel $9.75
15 Jewel $11.75
17 Jewel $13.75

All Watches Guaranteed. Minimum order, 3 Watches. 25% Deposit, Balance C.O.D. 1948 Catalog Now Ready.

IRVING BERK 145 W. 45th St. New York 19, N. Y.

FOR SALE—2 AMPRO "20" 16MM. LATEST type Sound Projectors with Speakers, complete with Screen and Record Turntable, $600 for all. Wm. Bagwell, 3000 Ala, Shreveport, La. Phone 4-2420.

THE NEW 1949 STREAMLINED, LIFETIME, all-weather, acid proof plastic Street Camera now available. Glossick Mfg. Co., 544 Monson St., East Peoria, Ill.

PRINTING

ATTRACTIVE 100 8½x11 LETTERHEADS and 6¾ Envelopes, Hammermill Bond, four lines copy, $2 postpaid. Samples. Dickover Printing, 5233 Cleveland, Kansas City 4, Mo. oc23

BUSINESS CARDS, $1.05 PER THOUSAND—Raised print, $2.50 M. B. Kerman Press, 40 West 17 St., New York 11, N. Y. se25

QUALITY PRINTING OF ALL KINDS AVAILable at surprisingly low prices. Give us that one trial guaranteed to convince you. C. P. Shop, 4223 Bates, St. Louis 16, Mo.

SHOWL EMBOSSO LETTERHEADS — SPARkling! Dynamic! Distinctive illustrations midways, shows, circus, orchestras, magicians. Unusual layouts, outstanding designs. Samples, dime. 14x22" 2-color Cards. Solliday's Colorprint, Knox, Ind.

100 8½x11 LETTERHEADS AND 6¾ ENVELopes, Hammermill Bond, 5 lines copy, $2, postpaid; samples. Ace Press, Clearwater, Fla. oc2

250 6¾ ENVELOPES AND 250 WHITEBOND Letterheads, 8½x11, 5 lines copy, $3 postpaid. Webster's Printshop, Farmland, Ind. oc2

2000 GUMMED LABELS—¾"x2", FOUR LINES copy, colored borders, for $4. Archie Thorpe, Box 081, Columbia, S. C.

SALESMEN WANTED

AGENT WANTED TO SELL SHUFFLEBOARDS on commission. West Virginia Shuffleboard Co., Caldwell, N. J.

BIG MONEY—QUICKLY AND EASILY TAKing orders for complete line Personatized Initialed Buckels, Belts, Cap Badges: 2,000 emblems. Fast repeats. Write today. Hook-Fast Co., Box 480-HH, Roanoke, Va. np-se25

MAKE $15 TO $25 PER DAY—JOE LOUIS' and Marva Louis' (his wife) Toilet Articles, Cosmetics and other products for men and women are sensational. White people like them, colored people buy on sight. Perfumes, Powders, Pomades, Creams, Brown Creams, Flavors, Remedies, and many other fast sellers are our features. $3.95 buys $10.03 (23 items) retail deal. Send $1, pay postman balance. Be first in your community to offer this new line and you will be happy. Joe Louis Products Co., 6 E. Garfield Blvd., Dept. BB-11, Chicago 15, Ill. oc2

QUICK, SURE MONEY SELLING ANNIE Blain Flavors. Surefire tested selling system. Geo. S. Parker, First Ave., Highland Park, N. J. se25

SCENERY AND BANNERS

BEST CARNIVAL AND CIRCUS BANNERS—Positively no disappointments. Nieman Studios, 1236 S. Halsted St., Chicago 7, Ill. Canal 2544. oc2

TATTOOING SUPPLIES

COMPLETE TATTOOING OUTFIT — TRUNK, Machines, Transformer, designs, plenty Stencils. Ready for making money. $100. M. Zels, 728 Lesley Ave., Rockford, Ill. oc9

TATTOOING MACHINES, DESIGNS, COLORS, Needles, Outfits. Free catalog. Fast service. Owen Jensen, 120 W. 83d St., Los Angeles 3. oc30

VERMILION REDS (MERCURIC) AND COLors specialty designed for tattooers. General Color Co., 24 Ave. B, Newark 5, N. J. se25

WANTED TO BUY

A-1 CIGARETTE AND CANDY VENDING MAchines, all other coin equipment. Mac Postel, 6416 N. Newgard Ave., Chicago. oc23

WANTED TO BUY—USED ROLLER RINK floor, hard maple, 30x90 or 40x90. Louis Whitley, Jerseyville, Ill.

WE WANT OLD POPCORN MACHINES (NOT Vendors). Advise what you have to offer (kettle types). Floor and counter models. P.K. Sales Co., Cambridge, Ohio. oc2

WE WILL BUY THE FOLLOWING MAKES OF Popcorn Machines: Korn King, Star, Manley-Burch, Cretors. Best prices paid. P.K. Sales Co., Cambridge, Ohio. oc2

Send for Catalog of Newest Men's and Ladies' Rings

No. 1025 — 1/30th-14 Kt. R.G.P. Gent's Ring. Extra large White center with imitation Ruby or Whitestone sides. $22.80 Dozen.

Gold Filled Engagement Ring. No. 85B. $8.00 Dozen.

Gold Filled Wedding Ring. No. 85S. $6.75 Dozen.

No. 1220 — 1/30th-14 Kt. yellow R.G.P. Gent's Ring. White stone center and four imitation Ruby or Whitestone side stones. $22.80 Dozen.

Send for Circular of Sterling and Metal Idents from $2.50 to $60.00 per dozen.

HARRY MAHREN RING CO.
303 Fifth Ave. N. Y. 16, N. Y.

INSURE
YOUR WATCH BUSINESS
PROFITS!

Whether you sell one or 100 watches a month you are entitled to a good PROFIT. BUY quality at lowest prices from PERLOFF, leaders in the watch business. Marked down to

$11.50 7 Jewels

15 JEWELS—$14.50

No. D502

Rhinestone Dials Available—$2.00 Extra

Engraved 10K r.g.p. case. Steel back. Genuine leather band. Reconditioned like new.

GUARANTEED!
WHOLESALE ONLY

25% with order, balance C. O. D.
Sample Order . . . $1.00 Extra.
For our complete line of watches and jewelry send for
NEW 1948 CATALOG.

LOUIS PERLOFF
737 Walnut St., Dept. C
PHILADELPHIA 6, PA.

COCKTAIL BRACELETS AGAIN
YOU ASKED FOR THEM!!

Flexible Mesh, $8.00 doz.; $7.50 in gr. lots. Expansion Band, $7.50 doz.; $7.00 in gr. lots. Add 50¢ per doz. if individual boxes wanted. STUNNING STYLES! LOTS OF FLASH! High Gold Plate—real Czecho Rhinestones— Also FOBS—LOCKETS—LAVALIERS — CHATELAINES — AND ASSORTED BRACELETS. SEND TODAY for free illustrations. Sample $1.50. Send 1/3 dep. with order, balance C.O.D. Allow for postage on prepaid orders.

STAR IMPORT NOVELTY CO.
838 8th Ave. New York, N. Y.

GUARANTEED WRIST WATCHES

For the LADIES

with 100% PROFIT APPEAL

Featuring:

- Written Guarantee
- Unbreakable Crystal
- Precision 4 Jewel Swiss Movement
- Looks and Performs Like $50 Watch
- Beautiful 2-tone dial with small sec. hand
- Individually Gift Boxed
- 10K Gold Plate Case & Silver Chrome Back
- 14K Gold Plate Basket Weave Band

Above prices for orders of 6 or more watches. $1.00 ea. extra on orders under 6.

25% with order, balance C.O.D.

DUNHALL Imports Co.
101 Cedar St. New York 6, N. Y.

Headquarters for
COUNTER CARD MERCHANDISE
NOTIONS-SUNDRIES

FOR IMMEDIATE DELIVERY

LEE RAZOR BLADES
Write for Price List
LEE PRODUCTS CO.
437 WHITEHALL ST. S.W.
ATLANTA 2, GA. Dept. B

NEW TRICK CAMPAIGN BUTTON

FOOL YOUR FRIENDS

Red, White and Blue. Interchangeable by fingertip control from DEWEY to TRUMAN.

Send 10¢ for sample and price list.

JONES SPECIALTY MFG. CO.
333 W. Pico Blvd., Los Angeles 15, Calif.

FLYING BIRD

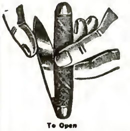
Original Imported Large Size Tri-Color Flying Bird with Inside Hummer. Complete with 20" Stick.

No. 38N68 .... $11.50 per gross

BLOWOUT

24" Blowout. Wood mouthpiece. Cardboard Body and transparent oil paper blowout in colors.

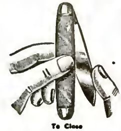
No. 26N28 .... $3.75 per gross



To Open

TRICK KNIFE

Has Returned To Pre-War Prices!!!



To Close

Trick Knife. Can be opened only when blade is held upward and pressed forward by finger. To close turn knife blade down and press with finger. Single blade mirror polished in celluloid handles with full nickel type bolsters. Size of knife closed about 3½ inches. One dozen in a box.

No. 10C15. Assorted colored handles. Per Dozen $4.00

No. 10C10. All white handles. Per Dozen .. $4.00

N. SHURE COMPANY

200 W. ADAMS ST.
CHICAGO 6, ILL.

WAR SURPLUS CLOSE-OUT
FISHING... HUNTING... GOLFING... AT GAMES

Amazing RAIN-CAPE COVER-ALL

Folds up to fit pocket

FOOTBALL AND OUTDOOR CONCESSIONAIRES

This is just the type of complete light weight protection you need from the rain and weather while FISHING, HUNTING, GOLFING OR ATTENDING OUTDOOR SPORTING EVENTS. Made of tough plastic with transparent top which enables you to see in all directions. BE SNUG AS A BUG WHEN IT RAINS.

15c EACH IN LOTS OF 100 - 10,000
SAMPLES—3 FOR $1.00

F. O. B. Chattanooga—Cash or Check with Order

ACME TOOL CO.

BOX 1512 Phone 23693 CHATTANOOGA, TENN.

Two of our outstanding sellers of Brass Miniatures

DUTCH COFFEE GRINDERS

#4233K Botton part wood, top part brass, ½x½ inch, ¾ inch high.
$3.60 per doz.

#4738K All brass. 9/16x9/16 inch, ¾ inch high.
$6.00 per doz.

We have a tremendous assortment of brass miniatures, ranging in price from $2.40 to $21.00 per doz. Illustrated price lists mailed to any reseller on request.

SALESMEN WANTED

To sell to storekeepers. Liberal commission, money making sideline. Samples sent on receipt of $1.50, refundable when orders for 6 doz. have been sent in.

LEO KAUL IMPORTING AGENCY Inc

333 & 335 K SOUTH MARKET ST.
CHICAGO 6, ILL.

ENGRAVERS! IDENTIFICATION BRACELETS

All New Numbers With Flat Curb Chain

NO LARRIES—NO SQUAWKS—NO BEEFS!

			Doz.	Gr.
1827	AA	Ident—Men's All-Aluminum Chain and Tag	$3.50	$60.00
1827	FC	Ident—Men's Silver-Plated Chain, Alum. Tag	6.50	50.00
1681	FC	Ident—Men's S.S. Tag, Silver-Plated Chain	4.50	50.00
1825	FC	Ident—Ladies' S.S. Tag, Silver-Plated Chain	3.50	60.00
1925	AA	Ident—Ladies' All-Aluminum Chain & Tag	3.00	35.00
1828	FC	Ident—Ladies' Dble. Heart S.S. Tag, Silver-Plated Chain	3.50	40.00
1828	AA	Ident—Ladies' Dble. Heart All-Alum. Chain & Tag	6.00	35.00

The originator and manufacturer of the All-Aluminum Ident.

Send for Catalog

MILLER CREATIONS MFG.

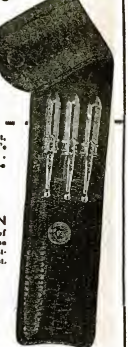
I Am With It Since 1907

6628 KENWOOD AVE. 3 Phones: BUtterfield 8-7811 CHICAGO 37, ILL.

---

3 Pens FOR THE PRICE OF ONE!

The *Penguin* "TRI-COLOR"



A wonderfully efficient, precision built, three-piece ball pen set, made by America's foremost fountain pen manufacturer . . . Comes in attractive simulated leather case that fits the pocket or belt.

- Writes from the start and keeps on writing.
- ONE PEN WRITES BLUE
- ONE WRITES RED
- ONE WRITES GREEN

Here's a sales leader that every one of your customers from 6 to 60 will want the minute they see it. Advertising Imprinting in our own plant done at low cost.

50¢ per set in quantities of 1 gross or more

YOU MAKE THE PROFITS, WE MAKE THE PENS!

60c per set in less than gross lots

25% deposit must accompany order

WRITE FOR OUR ILLUSTRATED CATALOGUE

PENGUIN PENS INC.

644 Broadway, New York, N.Y.

ELGIN-BULOVA-WALTHAM

WALTHAM or ELGIN
17 Jewel
Rhinestone Dial
$15.90

GENEVA
15 Jewel
Rhinestone Dial
$10.95
(Same price on men's Swiss watches)

BULOVA
17 Jewel
Rhinestone Dial
$15.90

Amazing Values in ladies' and men's watches. Prices as low as $7.95 on ladies' jeweled watches and $8.50 on men's jeweled watches. Write today for big new 1949 catalog.

RINGS SELL ON SIGHT

Styled to Sell—Priced for Profit

Beautiful 1/20 12K g. f. men's ring. "Diamond" like center stone with your choice of two red, white or blue, smaller stones on either side. $17.90 per dozen.

This is one of the fastest sellers on the market. 1/20 12K g. f. ladies ring. Beautiful, synthetic birthstone surrounded by "diamond" like stones. It's a real beauty, only $11.00 per dozen.

This ring is fast moving. Three big, beautiful diamond" like stones, 1/20 12K g. f. with a look of distinction, only $22.50 per dozen.

Write today for our big new 1949 catalog filled with these fine values and many, many more on all types of jewelry and accessories. Be sure you write today.

WRITE: Dept. B.B.

Cel-Max WHOLESALE JEWELERS
182 S. Main St. • Memphis, Tenn.

COLLEGE PENNANTS

WITH AUTHENTIC SEALS AND COLORS.
4x9 and 12x30 Inch. Write for our Stock List for Immediate Shipment.

SOUVENIR PENNANTS

For CONVENTIONS, CITIES, PARKS.
All Sizes. Artistically Designed and Colored.

COMMERCIAL ART PRODUCTS

7645 E. Jefferson
Detroit 14, Mich.

BARGAINS

Must Be Sold Immediately!
Our Loss, Your Gain!
Buy Now From Ad. No Catalog!

SLUM

(Give-Aways)

Novelties, Toys, Brooches, Pins, Necklaces, Jewelry, Plus Many Other Items.

½ TON

(One Thousand Pounds)

$500

(No C. O. D.'s.)

10 LB. SAMPLE SHIPMENT—$10.00

58 Gen. White Zircons, ½ to 1 ½ Kts., lot	$85.00
Y. G. Birthstone Rings with Side Chip Diamonds. Doz.	24.00
Flags, Brass, All Branches of Service. All Sizes. With or Without Stones. Gross	4.50
Lockets, 24-Kt. G.P., 18-in. Chain. Doz.	4.50
Crosses, 24-Kt. G.P., 18-In. Chain. Doz.	4.50
G. F. Watch Chains. Doz.	15.00
Brass Watch Chains. Doz.	4.00
Earrings, Asst., Plastic Backs. Gr. Pr.	5.25
Earrings, Asstd., Metal Backs. Gr. Pr.	7.20
Pins, Asstd. Styles, $1.58 Retailer. Doz.	8.00
Findings: Jewelry Parts, All Kinds; Stones, Clasps, Chains, Etc. Lb.	1.50
Religious Medallions on Chains. Doz.	3.00
Pearl Necklaces. Doz.	15.00
Necklaces and Beads, Asstd. Doz.	5.00
Costume Jewelry Needing Repair. 5 Lbs.	8.00
Indian Beads (Bulk). Lb.	1.00
Snap Cuff Links. Doz. Pair	1.00
Cuff Buttons. Gr.	7.00
High Grade G.F. Cuff Buttons. Doz.	8.00
Yellow Gold Collar Buttons. Gr.	2.00
Gold Filled Collar Buttons. Gr.	10.00
High Grade Stick Pins. Doz.	2.50
High Grade Sterling Birthstone Rings. Doz.	8.50
2-in-1 Sterling Rings. Doz.	5.50
Gold Filled Wedding Bands. Gas.	18.00
G. F. Lavallieres and Chains. Doz.	5.00
Diamonds (Imperfects) White, from 0 to 100 pts each. Per pt. from	$1.00 to 2.58

B. LOWE
HOLLAND BLDG. ST. LOUIS, MO.

Nickel Plated. Exclusive New Haven compensating hair spring makes it keep better time under extreme of heat or cold. With luminous hands and numerals.

No. 776BB....$2.35 Each

ROHDE-SPENCER CO.
223-225 W. MADISON STREET
CHICAGO 6, ILLINOIS

BINGO

Heavy Cards, Specials, Cages, Blowers, Transparent Markers.

Write for bulletin.

AMUSEMENT INDUSTRIES, Box Z, Dayton 1, Ohio

WHOLESALE ONLY

Fine quality. Popular flavors. 5-stick packs —also 4 multi-color "BUBBLINCUMS"

AMERICAN CHEWING PRODUCTS CORP.
4th and Mt. Pleasant Ave., NEWARK 4, N. J.

HELP WANTED—ADVERTISEMENTS

RATE—12c a Word . . . Minimum $2

Remittance in full must accompany all ads for publication in this column . . . No charge accounts.

Forms Close Thursday for the Following Week's Issue

BASS MAN—DOUBLE VOCALS FOR COMMERcial territory band. Bennett-Greten, Rochester, Minn. se25

BOOKER FOR DONKEYBALLGAME TO WORK year around on commission. Join on wire. Marjorie Hobson, Mt. Pleasant, Iowa.

BRADLEY & BENSON HILLBILLY JAMBOREE wants to work now. Complete hillbilly unit to show and play dance. Open Sept. 27. Wire, don't write Western Union, Yankton, S. D.

CAN ALWAYS USE WESTERN AND HILLbilly Singers and Musicians, including Horns, that can do parts in stage plays for circle stock, one bill a week. Headquartering in one town, drive in and out. Broadcast on CBS outlet daily except Sunday. Dance after the show nightly. State age, height, weight and lowest salary. Send recent photo if possible. No drinking or chasers. Harry "Ike" Evans Show, The Oaks, Cadron, Neb.

COMMERCIAL PIANO MAN—FOR HOTEL style combo. Characters need not apply. Steady work. Ken Seigler, Gen. Del., Fayetteville, N. C.

LEAD TENOR, CLARINET AND FLUTE—Well organized, rehearsed organization will need good replacement in near future. Fine position for right person. Box C-128, Billboard, Cincinnati 22, Ohio. se25

MAN FOR MONKEY SHOW, SNAKE SHOW, Semi Driver. No drinking or chasers. Monkey Show, Fair Grounds, Paulding, Ohio, till September 25

MUSICIANS - ALL INSTRUMENTS; 12 DANCE orchestras, work steady, give full particulars. VSA, 848 Insurance Bldg., Omaha, Neb. oc30

NEED PIANO MAN AND ALTO MAN—TERritory band. Ralph Victor Orch., Glencoe, Minn. se25

NEED GIRL DRUMMER AND HORNS AT once for girls' band on location. Full particulars first letter. Box C-136, Billboard, Cincinnati, Ohio.

PIANO MAN — MUST BE GOOD READER. Jump and commercial. Must be sober and reliable. Permanent location job. Box C-137, care Billboard, Cincinnati, Ohio.

TENOR AND CLARINET FOR SMALL HOTEL band. All location work. Salary, $70 tax paid. Wire Orch. Leader, Paramount Club, Centralia, Ill.

WANT DANCE MUSICIANS—FOR COMMERcial territory band. Send photo, all details, salary needed to Mickey Bride, 1611 City National Bank Bldg., Omaha 2, Neb. no27

WANT DANCE MUSICIANS FOR TERRITORY Bands. Salary guaranteed. No drunks or characters. Collins Booking Service, Grand Island, Neb. oc2

WANTED—REPLACEMENTS FOR MIDWEST territory band. Elmer Hall, 321 S. Cleburn, Grand Island, Neb. se25

WANTED—DRIVER FOR SMALL TRUCK. Help with dog act. Call Clem Belling, Hotel Wilson, New York.

WANTED IMMEDIATELY — STRING BASS doubling Trombone. Location, read, fake, tone. $70 per week. Furnish bass if necessary. Tel. 224W, Bob Wall, Logansport, La.

WANTED FOR SMALL CIRCUS GOING South: Circus and Wild West Acts, Working People and a small Side Show or Pit Show, Concessions. Sparta Bros.' Circus, Fostoria, Ohio.

WORLD RENOWNED AUTOMOBILE AND motorcycle thrill show can use livewire, honest, reliable, sober Advance Booker year round at 15% or will offer 50% takings to promote everything. I furnish all autos, motorcycles, amplifying systems, banners, girl, men, clown artists, etc. (See Parks and Fairs Classified, this issue, Billboard.) Putt Mossman Internationals, P. O. Box 2562, Hollywood, Calif., or P. O. Box 705, Beaver Falls, Pa.

3 EXPERIENCED PHONE MEN — DEAL starting October 1. Southern work. Good deal for right men. Write or wire Box 208, Billboard, Chicago.

CAMPAIGN BUTTONS

& Pennants Now In Stock

Gold Plated Metal Footballs	$4.00 Gr.
Football Badges, complete. Per 100	8.00
4" Feather Dolls	1.25 Dz.
7" Feather Dolls	2.25 Dz.
10" Feather Dolls	3.50 Dz.
Jap Fur Monkey, 6½"	14.40 Gr.
Miniature Straw Hats	14.40 Gr.
Flying Birds, Loud Whistle	7.00 Gr.

LARGE FOOTBALL STOCK ON HAND AND MADE TO ORDER

Deposit required with all orders.
Write for new price list.

CHARLES SHEAR
150 Park Row New York 7, N. Y.

DEALERS ATTENTION!! REAL MONEY-MAKERS!

FAMOUS BRAND NAMES
Men's and Ladies'

WRIST WATCHES

FAST SELLING RINGS

By JOSEPH BROS.

PAT. PENDING

Gent's 5 - Stone Rings, large ruby colored center stone and 5 large white side stones in 15 kt. gold filled extra heavy mounting. Outstanding value. No. 1555. Doz. .. $24.00

Ladies' 5-Stone Wedding Rings, 12 kt. gold filled. No. 1207W. Doz. . .$5

Ladies' Engagement Rings to match. No. 7528E. Doz. -$8.75

TO SELL PROFITABLY AT POPULAR PRICES!

- ELGIN
- WALTHAM
- BULOVA
- GRUEN
- BENRUS

7-JEWEL Round Case. Priced at only **$9.50**

Square or rectangular cases, $10.85

Rhinestone Dials, $2.00 additional.

All watches are reconditioned and guaranteed like new.

Complete with leather strap. 10-Kt. R.G.P. case.
(5 Watches Minimum.)

25% With Order. Balance C. O. D.—Write for Catalog.

Wholesale Only!
None Sold Retail!

JOSEPH BROS.
59 E. Madison St
Dept. 8-25
Chicago 3, Ill.

TESSE THE TEASE IS TERRIFIC!

Tesse's act drives the boys WHACKY! It's like having the BEST Burlesque right in your pocket! Lightning seller to bars, shops or any place where people congregate. GET GOING ON THIS ONE NOW! Orders filled immediately.

3 Samples 50c
$1.60 Doz
$18 Gross
SHIPPED POSTPAID
(Jobbers write for prices)

STAR SPECIALTY CO.
BUTLER, PENNA.

PITCHMEN! DEMONSTRATORS!

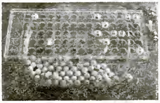
Back Again—Perfected PUNCH NEEDLES!

One of the biggest pre-war sellers now available for immediate delivery. Comes complete with Holder and 4 Nickel-Plated Steel Needles . . .$22.00 per hundred sets. Sample set, $1.00—Cash with order. Terms: 25% deposit, balance C. O. D., F. O. B. Chicago. We also carry a complete line of Muslin Patterns, Embroidery Hoops and other accessories.

HOME ART and NOVELTY CO.
1150 Farwell Ave. CHICAGO 26, ILL.

The NEW LOOK

No other BINGO BLOWER can compare. It's New — Fast — Convenient — Efficient — Interesting — Reasonable — PLASTIC — Durable — No Hidden Parts. Long-Lasting Motor — Air Control Fingertip Ball Release — Compact Unit Mounted on 24" x 36" Base.



For Complete Particulars Contact Your Nearest DEALER or the

V. E. SUPPLY CO.
282 W. Market St. Akron 3, Ohio
Telephone: Blackstone 2169

A PROVEN IMPROVEMENT

BRAND NEW

Guaranteed

15 Jewel Waterproof Gent's Watch With Expansion Band. Only **$12.50**

- ★ 15 Jewels
- ★ Shock Proof
- ★ Water Proof
- ★ Anti-Magnetic
- ★ Radium Dial and Hands
- ★ Large Sweep Second
- ★ Stainless Steel Band

Minimum order, 6 watches.
Sample, $13.50.
25% with order, balance C. O. D.
Free catalogue showing our complete watch line.

TRYLON WATCH CO.
93 NASSAU ST. N. Y. C.

FOLDING CHAIRS

• HARDWOOD • STEEL
• BLUES • BLEACHERS

ASK ABOUT OUR FACTORY CLOSE-OUTS

U. S. SEATING CO. LO 5-0028
450 SEVENTH AVE., NEW YORK 1, N. Y.

ATTENTION!

GOLD WIRE ARTISTS

• Square and round rolled gold plate wire, all gauges and qualities. • Stone-set and plain bangles as follows: • hearts • stars • clovers • crescents • beaded hearts • wagon wheels • crosses, etc. • Jewel sets, all sizes, with 1 and 2 holes set with stones and pearls. • 5-stone ring top of beaded stock. • Beaded band wire • Plain findings, such as crosses • anchors • bowknot pins • springrings • jumprings • swivels • chains • plain and twisted hoops • earwires • earscrews, etc. • Hoop earrings • earrings for pierced and unpierced ears. • Hand-made adjustable bangle bracelets. • Wire knot rings of rolled gold plate • Pearl plates of snail shell. • Cameos, etc

Write for $5 sample order with price list. Deposit, $2, bal. C.O.D.

EMROW JEWELRY CO.
Box 58, North Station, Providence 8, R. I.
Buy Direct From Manufacturer and Save

5,000 ITEMS AT FACTORY PRICES

VARIETY AND GENERAL STORE MERCHANDISE. SPECIAL PRICES TO WAGON JOBBERS. Nylon Hose, Watches, Guns, Toys, Cosmetics, Combs, Auto Supplies, Cards, Film, Key Chains, Trick Items, Men's Fancy Socks, Work Clothes, Gloves, School Supplies, Fireworks, Balloons, Clocks, Salesboards, Merchandise Deals and thousands of good selling, long profit items.

H. L. BLAKE
Broker and Factory Distributor
LITTLE ROCK, ARK.
Send 5¢ in stamps for price list.

LARGE FAWN

Beautifully made of 100% Rayon Plush. Cotton stuffed. In assorted two-tone, pastel color combinations.

33" HIGH
$39.00 DOZ.
Samples, $4.00 Ea.

SEND FOR FULLY ILLUSTRATED CATALOG

25% Deposit With Order, Balance C. O. D.
PLACE YOUR ORDER NOW!

Joe End & Co.
INCORPORATED
435 W. B'WAY, N. Y. 12, N. Y., WA 5-8260

Direct From Manufacturer At Low Prices

PITCHMEN DEMONSTRATORS PREMIUM USERS COUPON WORKERS

50¢ Ea.

60¢ Ea.

We have a brand new 1948 Ball Pen with a Lighter and Two-Color Ball Pen. Writes Blue and Red. All Gold Finish, will not tarnish. All pens guaranteed. 25% Deposit with order. Send $1.25 for Samples.

H. EPSTEIN
27 East 22nd St.
New York 10, N. Y.

New! P.D.Q. AUTOMATIC PHOTO MACHINE Today's Big Money Maker!

TAKES AND FINISHES BEAUTIFUL BLACK AND WHITE OR SEPIA PHOTOGRAPHS IN 1 MINUTE.

NO EXPERIENCE REQUIRED

NO FILMS — NO DARK ROOM.

Direct Positive Photos, size 2½ by 3½ inches. NOT TIN TYPES. Big attraction. Watch photos develop in daylight in one minute. Easy to operate. Simple instructions show you how. P. D. Q. Photos are guaranteed NOT TO FADE. In this interesting, BIG MONEY BUSINESS—anywhere—indoors or outdoor, you will make BIG MONEY with the P. D. Q. . . A real "Portable Photo Studio."

Write or wire

PDQ CAMERA CO., Dept. B
1161 N. CLEVELAND AVE. CHICAGO 10, ILL.

50-Ligne

FOOTBALL BUTTONS

All Leading PACIFIC COAST Colleges—Send for List

$2.00 per 100—Postpaid
(No C. O. D.'s)

THERON FOX
1296 Yosemite Ave. San Jose 11, Calif.

ADVERTISING BALLOONS

WRITE TODAY for our new low prices and samples on advertising balloons with name of business . . . Political Candidates and Football Teams.

NATIONAL SALES CO.
2805 East 79th St. Chicago 49, Illinois

AT LIBERTY—ADVERTISEMENTS

5c a Word, Minimum $1

Remittance in full must accompany all ads for publication in this column . . . No charge accounts.

Forms Close Thursday for the Following Week's Issue

AGENTS AND MANAGERS

BUCK BROS. — ILLUSIONISTS. THEATERS, school assemblies. Agents, please contact. S. B. Buck, 220 Sandusky St., Pittsburgh, Pa. State all. se25

MANAGER—25, RADIOS, RECORDS AND APpliance business, desires position as manager-salesman in New York. Classics a speciality. Walter Snyder, 4789 Tacony St., Philadelphia 37, Pa. oc9

BANDS AND ORCHESTRAS

ORCHESTRA—FIVE MALE INSTRUMENTALists and Girl Vocalist. Fine presentations for hotels or dine, dance spots. Available soon. Write Box C-126, Billboard, Cincinnati 22, O.

SMALL ORCHESTRA — GO ANYWHERE IN world. 4 men, sweet, commercial, entertaining. Information: "Jens" Jensen, Shelbyville, Mich. oc9

TRIO — INSTRUMENTAL WITH VOCALS, smart, modern. Small clubs, hotels or show bars. For details communicate: Box C-125, Billboard, Cincinnati 22, O.

CIRCUS AND CARNIVAL

TRICK ROPER, TRICK HORSE AND DOG Act for any show, never fails to please. Have flashy Western wardrobe. Can travel without horse, work schools, night clubs and theaters. Rose Washington, Gen. Del., Waterloo, Iowa.

MISCELLANEOUS

MIDGET—THE SMALLEST MAN IN THE world, at liberty. Offers. Box C-139, Billboard, Cincinnati, Ohio oc2

PSST—HAVE YOU HEARD THE LATEST! I live dangerously. Do anything, anywhere, any time. Albacker, 2018 E. 31st St., Lorain, O.

VERNON HOFF—FEMALE IMPERSONATOR. 1948's Sweetheart of Detroit! AGVA. Booking currently. Vernon Hoff, Sweetheart Bar, Third and Selden, Detroit, Mich. oc9

MUSICIANS

AT LIBERTY—4-PIECE ALL ROUND COMBO. 7 instruments, for daily radio program (nights reserved). Swing, cowboy and hillbilly or old-time. Energetic, sober, members of Local No. 230. Trumpet, accordion, guitar, string bass, violin and mandolin. Harmony singers, novelties, go anywhere, prefer West. Write or phone Buckaroo Buddies, Phone 1493-W, 301 19th Ave., Charles City, Iowa.

AVAILABLE IMMEDIATELY—A-1 COLORED organ stylist desires position in A-1 theater, lounge, bar or night club. Just finished second successful engagement at large downtown theater in New York City. Member Local 802, N.Y.C. Doesn't own organ, doesn't vocal, experienced in all electronic organs and pipe organs. Plays special arrangements or pop. standards, classics, swing and be-bop. Go anywhere but South. Reginald Smith, 105-14 32nd Ave., Corona, Queens, L. I., N. Y. Phone Illinois 7-3218 se25

DRUMMER — 21, MARRIED, RELIABLE, union, read or fake, experienced, will travel. Write or wire Larry De Rosa, 6936 S. Loomis, Chicago, Ill.

GIRL STRING BASS—COMBO OR LOCATION band. Union. Read and fake. Box C-130, care Billboard, Cincinnati, Ohio. se25

GUITARIST—WELL EXPERIENCED, MODERN, entertaining unit, dance or strollers. Good rhythmic accompanist or solo. Box C-127, Billboard, Cincinnati 22, O.

HAMMOND ORGANIST—WHITE, UNION, EXperienced in radio, theater, special events. Prefer hotel, restaurant, club. First class only. New BV Model Hammond. Howard Burton, Creston, Iowa. se25

HAMMOND SOLO ORGANIST—NEW ORGAN, Deagan chimes will add class to your dining room, lounge, grill. Want congenial surroundings, smaller city. Go any place permanent. Send for recordings, photo, this organ. Union, experienced. Organist, 888 Roscoe, Chicago.

HAMMOND ORGANIST — UNION, FEMALE, white, single, experienced. Extensive repertoire, hotel, cocktail restaurant. Organist 2301 Kensington St., Harrisburg, Pa. oc2

LEAD ALTO, CLARINET, TENOR, BARITONE, Flute. Local 802. Age 26. Name experience. Have automobile. Consider all offers. Wire or write Eddie Bean, Gen. Del., Lake Arthur, La.

ORGANIST—A-1, WITH ORGAN. NEED JOB. Play everything. Prefer short hours. Tired of traveling, would like steady, dependable job. Work for very reasonable price for long term contract. Will take other employment, play two or three nights per week. Would like winter indoor fairs, carnivals. Organist, General Delivery, Laurel, Miss. oc2

PIANIST—YOUNG LADY. BAND AND SOLO experience. Can transpose and accompany. Was staff accompanist at radio station. Available for Florida resort work. Permanent location desired. 5801 West 158th St., Cleveland, Ohio. se25

PIANIST—SOLOVOX AND SOME HAMMOND organ, middle aged, available September 21, small combo or single night clubs, cut shows. Will travel, thoroly experienced, union. Closing show cause of this ad. Gus Schulze, c/o Gen. Del., Pekin, Ill. se25

RINK ORGANIST—FOR A-1 RINK. WRITE Organist, Box C-114, care Billboard, Cincinnati, Ohio. se25

TENOR CLARINET AVAILABLE IMMEDIATEly. Wire Musician, Room No. 3, Hotel Roslyn, Cairo, Ill.

SECTION TENOR, CLARINET, VIOLIN OR viola for first-class society tenor band only. Experienced, good conduct and appearance. Read, transpose. No jazz or vocals. Local 73. Single, go anywhere. Box 118, Billboard, Chicago, Ill.

THIRD ALTO SAXOPHONE AND CLARINET—No jazz. Bob Reid, Manitou Beach, Mich.

TROMBONE, DOUBLE SCAT VOCALS—GOOD showman, read well, play jazz, name experience, age 22, sober. J. E. Cahill, 816 N. Louisville, Tulsa, Okla.

TROMBONIST-ARRANGER — EXPERIENCED in all combinations, wants steady work; reads, fakes, will travel. Al Chase, 281 Lewiston, Detroit 30, Mich. Phone Niagara 5787.

TRUMPET—SPLIT LEAD AND JAZZ. SEMI-commercial or jump. Age 21. No one-nighters. David Joel, 4727 Attleboro, Jacksonville, Fla.

TRUMPET—EXCELLENT LEAD AND COMmercial. Semi-name experience. Vocals. Prefer styled band. Write Musician, 13509 Stahelin Ave., Detroit 28, Mich. oc2

PARKS AND FAIRS

AERIAL ACT — BREATH-TAKING, CROWD-thrilling high-pole act. Features many death-defying feats that assure success for any grandstand show or free attraction. Fair secretaries and committeemen, wire or write, several late weeks open. Box C-119, c/o The Billboard, 2160 Patterson St., Cincinnati 22, O. oc16

AMERICAN FAIRS — UNBELIEVABLE 1948 introductory offer: "The world's biggest little auto thrill show." Terms, no charge first day; pay whatever your committee thinks can afford and worth. Undisputed World Champion Stunt Motorcyclist since 1950. Putt Mossman, Hollywood Stunt Man and His Internationals. Lady, men and clown daredevils presenting up to 2½-hour, 30 big event, automobile and motorcycle thrill show and offers free show and $5000 cash or choice of any six cars and six motorcycles from our stock equipment if any person or persons can duplicate the car and motorcycle feats of Putt Mossman at this show. This offer open to any and all thrill show performers and we challenge them to make this same offer. We have all new Crosley cars and Indian motorcycles, no fair too big or too small. What's your proposition? We are not hungry but expect to receive and will give honest and fair treatment. Write us what you wish to spend or % and we'll submit a program that will please. Can give thousands of references, three times around the world, over the seven seas, on all six continents, forty-four countries since playing Los Angeles Co., Calif., Fair (booked by Bernard & Meiklejohn, Hollywood), 1034. Contact Putt Mossman Internationals, permanent address: Western Div. P. O. Box 2562, Hollywood, Calif.; Eastern Div. P. O. Box 765, Beaver Falls, Pa.

BALLOON ASCENSIONS—PARACHUTE JUMPing. Modern equipment for fairs, parks, celebrations. Always reliable. Claude L. Shafer, 1041 S. Dennison, Indianapolis 21, Ind.

RINK'S CIRCUS ATTRACTIONS—SLACK WIRE Act, Comedy Clown Juggling, Novelty Trapeze and Comedy Acrobatic. Four acts. R. 1, Cudahy, Wisconsin. oc23

FAIR MANAGERS: CONTACT ROB TOMLINson, professional versatile entertainer. Juggles clubs, ball. Twirls seven ropes simultaneously. Ventriloquism, Punch-Judy. Plays electrified accordion. Illustrated circular available. 162 N. State, Chicago, Ill. Telephone: Dearborn 6263.

OUTSTANDING PLATFORM TRAPEZE ACT—Available for celebrations, fairs, etc. Flashy act. For literature, particulars, address: Charles La Croix, 1304 South Anthony, Fort Wayne 4, Indiana. oc30

PAMAHASIKA'S SOCIETY CIRCUS — DOG, Pony and Monkeys, featuring the Act Beautiful, the Famous White Cockatoos, Military Macaws. Presented by the only original Prof. Pamahasika. Address Circus Headquarters, Geo. B. Roberts, Manager, 3504 N. 8th St., Philadelphia, Pa. Sagamore 5536. se25

SENSATIONAL HIGH FIRE DIVE INTO FLAMing tank of shallow water. An old established standard attraction. Never fails to please. Capt. Earl MacDonald, 456 Lamphier Pl., Warren, O. oc9

THE LEHMRECKS — 4 PEOPLE, 3 GIRLS, 1 man. Family act. Beautiful display of acrobats and balancers. Gorgeous paraphernalia. Literature, bond. 2015 Oliver St., Fort Wayne 5, Ind.

VAUDEVILLE ARTISTS

MALE SINGER AND FLASH TAP DANCER—Well-known radio and recording artist available. Outstanding wardrobe, suitable for night clubs, theaters and army camps. Wire or call 6230 Greer Ave., St. Louis 20, Mo. (Phone: Mulberry 6893.)

PROF. PAMAHASIKA PRESENTS THE World's Greatest Acting Birds, those Famous Cockatoos Military Macaws. Nothing like in anywhere. The oldest and greatest on earth. Always was headliner and still the tops. Address Pamahasika Studio, 3504-6 N. 8th St., Philadelphia 40, Pa. Sagamore 2-5536. se25

VOCALISTS

GOOD HOST WANTS STEADY WORK IN lounge, hotel, club. Neat, wardrobe, appearance, fine vocalist. Related work considered. Go anywhere. Photos, references or recordings sent interested party. Box C-158, Billboard, Cincinnati 22, O.

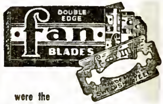
BIG PROFITS

Own your own business stamping key checks, name plates social security tags. Sample with name and address 25¢

HART MFG. CO.
811 Degraw St.
Brooklyn, New York

AGENTS!

YOUR TRADE KNOWS



were the best pre-war buy . . . and still are!

Your jobber can supply you, or write to

fan blade co.
32 Green Street Newark 2, N. J.

NEW IMPORTED SWISS WRIST WATCHES

- ★ Precision Built
- ★ Stainless Steel Back
- ★ Genuine Leather Band
- ★ Styled for Beauty
- ★ Built for Accuracy
- ★ Radium Dials
- ★ Sweep Second Hand
- ★ Immediate Delivery

$3.50 Each

In Lots of 6 or More. Sample orders, $1.00 extra.

25% deposit with order, balance C. O. D.

ALLIED SERVICE CO.
829 Fifth Ave.
Pittsburgh 16, Pa.

FOOTBALL SUPPLIES

Any College, Any Team!

FOOTBALL BADGE, Illus. Per 100 $6.00

GOLD FOOTBALL, American Made, Beautiful Finish. . . . . Gr. 4.85

We Carry full lines of Sporting Goods.

PLASTIC FOOTBALLS, Per Gr. 8.00

PENNANTS, Heavy Felt With Tie-Backs, 12x30". . . . . . Per 100 15.00

PENNANT CANES, ... Per 100 1.50

RIBBONS, Any Color . . Per 100 Yd. Roll 8.50

RABBITS' FEET, With Key Chains (Extra Large) . . . . Per 100 5.00

FEATHERS, Including Letters. Per 100 4.00

FOOTBALL FOBS, Gold Finish. Per 100 3.50

1/4 Deposit, Balance C. O. D., F. O. B.

R. WORTON NOVELTIES
800-802 Gerard Ave. New York 52, N. Y.
Phone: Jerome 6-6712

FUR COATS
JACKETS—CAPES

LOWEST FACTORY PRICES

Large assortment of NEW 1948-'49 outstanding creations. Perfect quality. Excellent workmanship. Distinctive furs of all types at popular prices. Earn EXTRA MONEY in your spare time selling furs to your friends and neighbors. Send TODAY for our New Illustrated Catalog and Price List. It's FREE.

S. ANGELL & CO. Manufacturing Furrier
288 W. 27th St. (Dept. b-3), New York 1, N. Y.

ATTENTION: DEALERS

Stock this Sharp-Edge knife set. The lowest-priced cleaver set on the market. Housewives clamor for it. ALSO AVAILABLE at same price the Miracle-Edge 5-piece cutlery set with the serrated edge—the edge that's always sharp. All stainless steel.

Sample set: $2.25 prepaid; per doz., $25.00. F. O. B. Chicago.

Write for further information on other outstanding products.

EARL PRODUCTS CO., Dept. B
221 N. Cicero Ave. Chicago 44, Ill.

LADIES' SOLID GOLD GENUINE ZIRCON
A real beauty — a fast seller! Only $3.75 each . . . $42. per doz. Very attractive . . . zircon slightly less than 1 carat.
No. 288 Only $3.75 Ea.
No. 0301
Men's gold filled whitestone with beguette sidestones in white, red or blue.
$16 per doz.
No. 4012 GOLD FILLED OR STERLING SILVER $18 per doz.
SEND FOR CATALOG.
Over 300 styles, $1.00 and up per doz.
Sample assortment for $20.00.
STERLING JEWELERS
85 E. Gay St. Columbus 15, Ohio

ATTENTION, ENGRAVERS
BUY DIRECT FROM MANUFACTURER AT LOW PRICES
MASSIVE ALUMINUM IDENTS $3.50 DOZ.—$40.00 GRO.
SOLID NICKEL SILVER IDENTS $4.50 DOZ.—$51.00 GRO.
FOBETTES, GUARD PINS. CHARMS, CROSSES, ETC.
OVER 500 ENGRAVING ITEMS SEND FOR CATALOG TODAY
"Frisco Pete"
MANUFACTURING JEWELER
604 W. LAKE ST. • CHICAGO 6, ILL.

GLOWS in the DARK
FREE Sample!
Be the first to sell luminous house numbers, light switch plates, wall protectors, pull cords. Also luminous pictures, statues, decals, and a host of religious, nursery and other objects that glow in the dark. Get into this new and growing industry. Enormous demand . . . no competition . . . sensational demonstration . . . big profits. Represent a large manufacturer, established over 24 years. WRITE TODAY for liberal money-making offer and FREE SAMPLE to show HOW THEY GLOW IN THE DARK.
MADISON MILLS, Dept. J-8
303 Fourth Ave., NEW YORK 10, N. Y.

POCKET KNIVES
• Push Button Automatic Knives •
• Midget Novelty Knives On Cards •
• Finest Quality, 1, 2 and 3 Bladed Knives •
ALL AT LOWEST PRICES OBTAINABLE
• Send $9 for Assorted Knife Samples •
SPECIAL: 6-Ft. Wooden Folding Rules, $9 doz.
S. RABINOWITZ 106 Neptune Ave. Brooklyn 24, N. Y.

COLLECT AND GROW RICH!
Here's YOUR opportunity to learn about a life-time, spare or full-time office business in which earnings run as high as $5,000-$15,000 yearly! in this dignified profession. BIG profits are made by having thousands of others work for you. A copy of "Collect and Grow Rich"—the booklet that tells the full story — is yours for the asking. No cost or obligation.
Get This FREE BOOK!
T. J. SURFACE, Pres., Dept. 808-1, Roanoke 4, Va.

LETTER LIST

Letters and packages addressed to persons in care of *The Billboard* will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK.

Mail is listed according to the office of *The Billboard* where it is held, Cincinnati, New York, Chicago and St. Louis. To be listed in following week's issue mail must reach New York, Chicago or St. Louis by Wednesday morning, or Cincinnati office by Thursday morning.

MAIL ON HAND AT CINCINNATI OFFICE

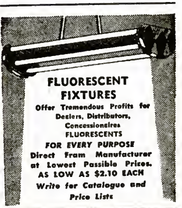
2160 Patterson St.
Cincinnati 22, O.

Parcel Post

Rogers, M. R. 10c
Motl, C. W. 15c
Nielson, Whitey 8c
Benjamin, W. 8c
Tibbetts, Buddy 25c

Adams, Mrs. Vernon L.
Ails, Roscoe
Ainsley, Lennard
Allen, Samuel T.
Anderson, Andy
Anderson, Evelyn
Anderson, Nellie
Anderson, Sig
Andrews, Jack
Annin, Ralph J.
Ansher, Sammy
Arbogast, John K.
Arthur, John R.
Arenz, Thos.
Arnold, Ethel A. (Omars Show)
Arnold, Mrs. Jerry
Asher, Chas.
Ashley, Thos. L.
Atkins, T. E.
Au, Palmer F.
Auskings, Clarence
Avery, Leon
Baker, Pat & Lorraine
Baldwin, Roy E.
Ballard, Wm. D.
Barnhill, Ena M.
Barr, Gertrude
Barrett, Fred
Barry, Martin E.
Bates, Glen
Beach, Harry
Beagle, Eugene W.
Beal, Velma
Beck, Connie
Beck, Robt. E.
Beck, Thelma
Bell, Day Brake
Bell, Raymond
Bellefeuille, Chas. Roy
Bellino, Casper
Bellireau, Homer
Bennett, Ernest Elliott
Benton, Eddie
Benway, Nelson
Berube, Rene
Billen, Mrs. Steve
Bishop, Martha
Blankenship, B. H.
Blanton, J. W.
Blumenthal, Al
Boyle, Chuck F.
Bradford, H. H.
Brandt, Leonard J.
Brady, Allen
Brady, Leslie F.
Breese, Mr. Billie
Breese, Lloyd A.
Briggs, Bill
Bright, Louis
Bright, Tinke L.
Bringer, Loretta
Britt, B. H.
Brooks, Al (Agent)
Brower, Jos. J.
Brown, J. J. (Brownie)
Brown, Mrs. Jack
Brown, Wendell S.
Browning, A. L.
Bruner, Mrs. W. O.
Buck, Doris
Buckles, Leslie
Buchanan, Thos. J.
Bunch, Sam
Burke, Roy
Burlington, Oscar
Buro, Fred
Burto, J. S.
Burto, Leon H.
Burton, Howard
Busch, Robt.
Butch, Steve
Butler, John W.
Calahan, Mr. Billie
Calhoun, John R.
Cambern, Mrs. Leslie
Campbell, Dorothy S.
Cannon, Ralph
Caouette, Armand J
Carpenter, Lew
Carper, Chas.
Carper, Mrs. C. R.
Carroll, S. Jelks
Casey, Robt.
Cassano, Louis Q.
Caudill, Otha Lee
Caufield, Leonard (Derby)
Cerrone, Vito
Chamberlain, Thos D.
Chapman, Virgie
Chappell, Chappie
Chilson, Angus
Chitwood, J. (Hell Drivers)
Clark, Walter
Clayton, Charlotte
Cochran, Homer Leon
Coffers, Hugh
Coggins, John
Cohen, Harry
Cohen, Milt
Cole, Fred
Cole, Lucille
Compton, Roy L.
Conetta, E.
Congo, Chief
Conley, Glen
Cooper, Albert L.
Cooper, Quey
Copeland, Mrs. Ester
Corrigan, Jas. P.
Cosselman, Wm. "Pop"
Costello, Angelo
Cotton, Mrs. Ray
Cotton, Ray
Couls, Patricia M.
Couture, Leo J.
Courtney, Mrs. Grace H.
Cox, Jim D.
Crescent Shows
Crocker, Miss Lee
Cross, Boots
Culbertson, Fred H.
Cutler, Mrs. Marcelyn M.
Cushing, Capt. Frank
Daily, Mr. Smily
Dale, Miss Stormey
Dalesio, Leo
Daniels, Tex
Danley, Wm.
Daugherty, Pat
Davidson, Mrs. Mae
Davis, Don
Davis, Joe C.
Davis, Wayne J.
Day, Dalton
DeCoate, Romaine A.
DeFazio, Mrs. Julia
Delenick, Valeria & John
DeVault, Don
Dean, Albert
Dembrosky, Michael
Dennis, Frank
Detwiler, Ann & Art
Dexter, Geo. Magician
Diacoff, Mrs. Flo (Cycling)
Dion, Ted
Dixon, Mrs. Ora Mae
Dombrosk, Theo.
Donovan, Mrs. Bobby
Dorsay, Dara
Dorso & Goodrsae
Dow, Frank
Doyle, Mike
Drews, Geo. "Georgia Boy"
Drouillon, Frank Doss
Dugan, Daniel
Dunlap, Pete
Durall, James J.
Dunleavey, Mrs. Anna J.
Dyer, Madam Rose
Edgin, L. B.
Edgar, James (Former Director of Sparks Circus)
Edwards, Ernest Harvey
Edwards, Frank Edw.
Edwards, Mrs. Maria
Elliott, M. R.
Emond, Geo.
Ensweiler, Albert I.
Engbert, Ellen
Estridge, Tex
Evans, Clarence
Evans, Ernest
Ewing, Jack
Fester, Chuck
Fields, Mrs. Virginia
Fien, Murray
Fish, James E.
Fisher, Geo.
Fitze, Claude H.
Fitzgerald, Edw. R
Flanagan, Frank E.
Flannagan, Miss Vickie
Fleischauer, Ralph
Fletcher, Todd
Floyd, Wm.
Fogleman, S. A.
Fournier, Wm. J.
Fox, Thos. J.
Frank, Tama
Frank, Tennis
Freeman, Sonny
French, Mr. Jesse
Froemming, Mrs. Emily
Frost, Bert
Frye, Cecil
Fulgoua, Louis C.
Gane, Glen A.
Gallagher, Skeets
Gardner, Shorty
Garvey, Donald
Geiger, Bill
George, Frank
Gerry, Mrs. Bobby
Gilk, Bud J.
Gilstad, Clifford
Girard, Sr., Ted
Glayner, Wm. E.
Good, J. G.
Goff, E. R.
Goodrich, W. H.
Goodman, Spark-Plug
Gordon, John D.
Graham, B. L.
Gramle, Pal
Green, Mrs. Ada
Green, Wm. K.
Gregory, Sylvia
Griffith, Mrs. Eve
Griffith, Peewee
Griggs, Walter P.
Guine, Johnny
Gunter, Buster
Guyot, Robt. M.
Hagen, Orville L.
Hale, Mrs. D. D.
Haley, Elmer
Haley, E. N.
Hall, Geo.
Hamel, Irene
Hanely, Tex
Hansoe, Ruth Irene (Hansen)
Hardeman, Mrs. V.
Hardy, Mrs. Elven
Hardy, Patrecia
Harp, J. T.
Harrell, Bozo
Harrell, Capt. (Circus)
Harris, Harry B.
Harrison, Frank Jr.
Harrison, Pete
Harson, Geo. Eldridge
Hartzburg, Amos
Harwarth, Irene
Hastings, Mrs. C. L.
Hatch, J. Frank
Hatfield, Carl J.
Haven, Wyman J.
Healy, Jack & Carnella
Hedrick, Kurt
Hedrick, Bernadine
Helin, Lillian
Henderson, Thos. M.
Henley, Bob
Hennessey, Russell W.
Herod, Irene & Walter
Herrell, Mrs. Helen
Hester, Ray
Hiller, Thomas J.
Hilton, Betty
Hilton, Joe E.
Hinkle, Milt (Mgr. Rodeo)
Hitti, John A.
Hodges, Mrs. Elsie
Hodge, Louis
Hogan, Chas. V.
Hoge, Reland
Hollingsworth, B. P. (Agt.)
Hood, Al
Horrell, "Shackles"
Houston, L. C.
Howells, John W.
Hrobachak, John
Huff, Clarence L.
Huffman, Harry (Harmonica)
Humphrey, C. A.
Hutchets, Bill
Hotchinson, Henry T.
Hyman, H.
Jackson, Robt. (Breezie)
Jacobs, Mrs. Beryl & Davie
Jacobs, Mrs. J. K.
Jagger, Jimmey
James, Jack
Jenniey, Harold
Jenkins, Brownie
Jenkins, Lindell
Jenkins, Virginia Hartles
Jerome, Arthur
Jerry, Frank
John, Geo.
Johnson, Alfred L.
Johnson, Cody
Johnson, Dallas H.
Johnston, Leona Mae
Johnson, Letting
Johnson, Sleepy
Johnston, Wanda
Johnson, Stacy
Jones, Harold
Jones, Ray D.
Jordan, Mr. Bill
Joseph, Pete
Joy, Harold
July, R. F.
Kabage, Richard
Karr, Michael
Kellar, Doris & Mona
Kellems, Martha
Keller, A. M.
Keller, Prof. Geo. J.
Kells, James
Kelley, Lester O.
Key, M. J.
Kible, Harry
King, Jerry
Kirk, Hummer
Kirksey, M. C.
Klein, Seymour
Kline, Chas. F.
Knight, Mrs. Ellen
Knight, Felix L.
Knowlton, Frank
Kosterman, Ralph
Krekeler, Chas. L.
Krem, Lou
LaBlanc, Limpy
LaBerta, Ottis
Lackey, Mrs. Vivian
Lafayette, Ira
Lekatos, Joseph J.
Lang, Robt. E.
Laughlin, Joe
Laughofer, Ed.
Lantow, Harvey E.
Laurello, Martin
Leavitt, Alden
Leeta, Miss
Lee, Annie
Lee, J. K.
Lee, Peter
Leonard, Sid & Toddy
Levitan, Mrs. Maurice
Lewis, Mrs. F. E. Helen
Lewis, Baby Francie
Libity, Mrs. Steve
Lindenmelle, Geraldine
Liger, Scoop
Littleton, Carl
Lloyd, Ed
Lockhart, Bonnie
Long, Paul C.
Lorenz, Eddie
Lucas, Leslie
Lumsden, Bob
Lumsden, Robt. Jr.
Lundstowe, Lorena
Lytle, Harold
McBeth, Arch
McCarthy, Danny
McClean, R. J.
McCord, Lela
McCoy, Henry
McDonald, Jim
McElroy, Ted H.
McFarland, Mrs. V.
Mc Farland, Jack
McGinnis, C. E.
McGill, Eli
McGraw, John
McKay, Mrs. Barbara
McKinnon, Helen
McKnight, C. H.
McLain, Mac
McNeal, Jr., James S.
McTheeney, Wm. Ed.
Mae, Elizabeth
Macy, Harry
Malman, M.
Mandrake, Leon
Manz, Donald
Maran, Mrs. Lue
Maricale, B. A.
Marks, Joseph M.
Marks, Tora
Marks, Zeeke
Marlowe, Frank
Marshall, Thomas
Marty, Mrs. Ilean
Masche, Wm. Sr.
Maser, O. T. Jr.
Massey, Corinne
Matmuff, Chas.
Mathews, Ruth
Mayne, Donald B.
Mellon, Billy
Mendas, Grover
Merrell, Eddie
Meyer, Clint V.
Meyer, Earl F. Jr.
Milford, Delmarie
Mikloiche, Joseph
Miller, Arnold H.
Miller, Ephrara
Miller, Harvey A. "Whitey"
Miller, Lloyd A.
Miller, R. B.
Mills, Clarence
Mills, Jack
Mills, Wm. A.
Miner, Frank (Kind Doctor)
Mitchell, Bob
Mitchell, Frank C.
Mitchell, Jim
Mitchell, Miller Frank
Montanez, Alva M.
Montillo, Estella
Moore, Bill (Spindle)
Moore, Elmer M.
Moore, Mrs. Kittie
Moore, Ruth
Morton, Clarence O.
Morgan, Ernett
Morgan, Steren B.
Morgan, Wm.
Morher, R. F. (Agent)
Moris, Mansfield
Morrison, T. C.
Mort, Louis
Mort, Maloney
Mudry, Pete
Munroe, Jack
Murphree, Geo.
Murphy, Mrs. H. E.
Murphy, John J.
Murray, Eddie
Mutchler, Henry
Nathan, Israel
Neese, Mrs. H. C.
Nelson, Milton V.
Nelson, Morris
Nichols, J. B.
Nidos, Michael
Nielsen, Whitie
Niece, Mrs. H. C.
Nurmie, E. G.
O'Brien, Harry Oakie
O'Day, J. Edgar
O'Dell, Jessie
O'Rear, John B.
O'Toole, John
Odre, Dolores
Ollis, Mrs. Kay
Ollis, Paul
Olsen, Osmond Solberg
Omega, Madam
Oranalias, Roxy
Orndoff, O. P.
Owens, Maudline
Palfrey, Stanley
Pannebaker, Paul
Paroff, Trin
Patrick, Fred
Patterson, Florence
Patterson, L. W.
Paulus, Paul
Payton, H. P.
Peacock, John
Pealer, Frank D.
Peavey, L. W.
Perry, Mrs. Pat
Perry, Pat
Perry, W. D.
Peters, Mrs. Mickey
Petka, Albert R.
Phelps, Freddy
Phillips, Wm. (Billie)
Pierce, Geo. Hubert
Pill, Pearl
Pollak, Harry
Posten, Richard
Pringle, John
Pruett, Billy J.
Quintero, Geo. T.
Rabelo, Ralph
Ralston, Frankie
Randolph, King
Reid, Albert Pea Wee
Reinhart, Alice
Reise, Catherine
Rey, Val
Reymour, Ted
Riley, Art H.
Riley, Matthew J.
Riley, Warren R.
Rillefard, William
Rimer, Ed.
Roach, J. S.
Roach, Stanley
Roberts, Lex
Robinson, Wm. G.
Roges, Mrs. Juanita
Rogers, Marcus S.
Rooney, Frank
Rose, Dave
Rosenberg, Bert
Rosetti, Les
Rouse, Smoky
Rowe, Homer
Sabott, Chas.
Sanders, Floyd
Sandlin, Ralph
Sawyer, Mrs. Fred
Sawyer, Fred
Schenk, John
Schockler, Ed
Schultz, Mrs. Frances
Scott, Barnard
Scott, Henry P.
Sechrest, Claude A.
Shaffer, James
Shaffer, Ralph D.
Sharding, Prof. Jack
Shaw, Fred
Shelton, Mrs. Faye
Shelton, Marvin
Shipp, Mrs. R. C.
Shirley, W. E.
Shunk, James M.
Siegrist, Billy
Siegrist, Chas.
Sims, Donald R.
Simmons, Albert J.
Sipes, Thomas Marshall
Singer, Rita (Richard Coombs)
Sinaer, Julia
Sisco, R. Hank
Sloan, Phil
Small, Mrs. Mae
Smith, Herman (Smitty)
Snowden, J. H.
Snyder, Carl D.
Snyder, James A.
Somers, Chester
Sorensen, Mrs. C.
South, Earl
Spence, James F.
Sperlock, Chas.
Spindeler, Robt.
Spro, Alberta
St. Clair, Marcus J.
Staley, Mrs. Ethel
Stark, Mabel
Starr, Tea
Steele, R. E.
Steiger, W. J.
Stempiaro, Mrs. Katherine
Steuart, Ada S.
Stokes, Francis
Strain, Jack
Stutz, Jim
Sullivan, Flossie M.
Sullivan, Frank F.
Sullivan, Thomas J.
Sutton, W. R.
Sweet, Georgie
Switly, Wm.
Synok, Leonard
Tan, Joseph
Taylor, Chester A.
Teasdale, Mrs. Jessie
Tezzano, Frank J.
Thomas, Norman
Thomas, Wm. J.
Thompson, Cal
Thompson, Chas.
Thompson, John
Thompson, P. J.
Thorpe, Dale
Thorne, Tracy E.
Thunder-Sky, Richard B.
Tilghman, Earl R.
Till, John G.
Tora, Louie
Tompkin, Edward
Tovarnak, Glendora McCuone
Tovarnak, John
Townsend, Cal
Tracy, Jack
Troodwell, James C.
Trussell, Mrs. Casey
Trussell, Tommie
Turnquist, Carl A.
Underwood, Chas. J.
Urich, Nickie
Valler, Bud
Veals, Jewel
Verca, Toby
Wall, John
Wallers, J. C.
Ward, Bill Haddock
Ward, D. C.
Ward, Helen
Warhurst, N. C.
Warner, Norman
Wasso, Ralph
Watts, Mrs. Virginia
Weaver, Jesse W
Weir, Orin Harry
Wellman, Betty Lou
Wells, Bill
Wells, Earl
White, Clark
Wells, Hezekiah
White, Richard
White, Mrs. Roy
White, Roy L.
White, Wm.
Whitfield, Mrs. Irene
Whiting, Margt.
Wiess, Bennie
Wiley, Jack Hinky
Williams, Bill
Williams, Herb
Williams, Mrs. Joe
Williams, M.
Williams, Tom
Williamson, Jamesina
Wills, C. V.
Wiserano, Wm. R.
Wolcott, Mrs. Helen
Wolf, Chief Little
Wolfe, Billy
Wombla, Glenn
Woolever, Lawrence (Agent)
Woolverton, Buckey
Woshire, Herb
Wray, A. V.
Wright, Wilbert A.
Yancy, James W.
Yarnell, Robt.
Zarlington, Mary Alice
Zeller, G. A.
Zimmerman, M. W.

NEW 1948 BINGO BLOWERS
IMMEDIATE DELIVERY
HEAVY DUTY MOUNTED BINGO CARDS
3,000 to Set
And other BINGO SUPPLIES. SEND FOR CATALOG.
SPECIAL DISCOUNTS TO JOBBERS.
MORRIS MANDELL, INC., Dept. B
20 East 13th St. New York 3, N. Y.
Phone: Oregon 3-5912



FLUORESCENT FIXTURES
Offer Tremendous Profits for Dealers, Distributors, Concessionaires
FLUORESCENTS FOR EVERY PURPOSE
Direct From Manufacturer at Lowest Possible Prices.
AS LOW AS $2.10 EACH
Write for Catalogue and Price Lists
ABRAMS LIGHTING
MANUFACTURERS FLUORESCENT FIXTURES
113 No. 7th St., Philadelphia 6, Pa.
Phone: WAlnut 2-1947-1948

WESTERN CHARM BRACELET
Massive weight throughout. Hand polished and silver plated. $9.00 Doz. Send $1.00 for sample.
Direct Mfg. Co.
P. O. Box 632 Pawtucket, R. I.

BINGO SUPPLIES AND EQUIPMENT
IMMEDIATE DELIVERY!
• ELECTRIC FLASH BOARDS
• RUBBERIZED and WIRE CAGES.
WIRE OR WRITE FOR CATALOG
John A. Roberts
235 HALSEY ST • NEWARK 2 • N • J

Store Route Plan PAYS BIG MONEY
SELL COUNTER GOODS
Build good-paying business of your own. Call on dealers of all kinds: show nationally advertised Aspirin, Cosmetics, Razor Blades, 200 other necessities. Big 5¢ and 10¢ retail packages. Free book gives facts.
World's Products Co., Dept. 8-H, Spencer, Ind.

MAIL ON HAND AT NEW YORK OFFICE

1564 Broadway
New York 19, N. Y.

Austin, Mrs. B.
Bennett, Allan
Blevins, A. J.
Brewster, Ed
Buckner, Joe
Burns, James A.
Byford, Leslie
Cantwell, Charles
Clarke, John J.
Coley, Clark Jr.
Conway, Rose
Cort, Belle
Crespi, Isaac
DelPhil, Charles
DeWitt, Bert "Dutch"
Edwards, George
Fanadin, Louise
Fields, Harry
Glazer, Jack
Goley, Larry
Gordon, Max
Green, Cissie
Hemmon, Ernest
Hanson, H. L.
Harled, Alton
Harrington, William
Harvey, Al
Has, Mrs. Leland
Hantin, Lev
Hobson, Laura K.
Hoots, Merline
Horn, James
Hotz, Albert
Houston, Charles
Howard, Joseph
Hunt, James
Jahn, Francis
Keller, Millie
Kemper, George
Kilgore, Charles W.
King, Mrs. Ethyl
Koff, James L.
Lambert, Joe
Lee, Vane H.
Lenin, Sunny
Livermore, Normea
Lombard, Linda
Marks Carnival, E.
Marotta, Bert
MacAleer, Norman
Mitchell, John & Ruby
Morgen, Eddie J.
O'Shea, Patricia
Peterson, Francis J.
Poplin, Clarence
Ransdell, Lou
Rector, Patricia
Rothrock, Ralph
Schubert, Erwin
Schwartz, Ada
Scott, June
Shobin, Eddie
Sievel, Arthur
Sinitzen, Ilya
Smith, Jack & Ann
Stickland, Rosley T.
Thomas, Brady
Thorne, Andrea
Thunderskv, Richard B.
Tomaluf, Aniello
Townes, Freddy
Wayburn, Mrs. Ned
White Wing, Princess
Whitree, Victor J.
Zubyn, Emil

MAIL ON HAND AT CHICAGO OFFICE

155 No. Clark St.,
Chicago 1, Ill.

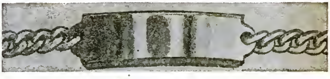
Albright, Louella
Arnott, Jack
Aulger, A. M.
Bailey, R. E.
Bauer, Joseph
Bennet, Rose
Blaine, LeRoy
Blandford, Ralph
Bonneville, "Til"
Boyle, Charles F.
Broome, E. H.
Calthard, Tommy
Carr, Thomas B.
Chaffee, Marjorie
Chance, Jimmie
Colston, George Norman
Darner, Arthur
Davis, James S.
Dees, John Harley
DeLano, Louis
DeMeln, Charles
Dorsy, Eddie
Dowse, William H.
Elvermle, Walter
Emil & Evelyn
Fennell, F. E.
Flanagan, D.
Fleming, Marjorie
Force, H. "Blondie"
Franz, Mr. & Mrs. Billy
Frazer, Gracie
Gaines, Mr. & Mrs. Al
Gallagan, J.
Gelfman, Max
Gilchrist, Charlotte
Goss, William
Gordon, Fred
Grey, Gloria
Hale, Mrs. Tom
Hankins, Carl
Hartinetl, Robert J.
Hayworth, Mr. & Mrs. Joe
Henkes, Mrs. Dorothy
Hoffman, M.
Howard, Joe
Kline, Charles & Peggy
Kohout, J. Jr.
Koschland, P. F.
La Form, Lilly
Lea, Sharon
Lewedey, Jack
Lynn, Robert B.
Lyons, Earl H.
Malone, John
Martin, Helen
Martin, Wayne
Merrick, Narciss
Meyerburg, Henry
Morales, Concha Schneider
McDonnagh, Rita
McGuire, Constance
McNeilly, Jackie
McTherney, Williams Edward
Nicolle, George
Nelson, Paul Patrick O'Connell
Pearson, Leonard
Pelley, Burnam
Petersen, Mr. Francis
Platt, John J.
Randow, Eugene, Mrs.
Red, Alabam
Robbins, Clarence
Robinson, Charlie
Robertson, Paul P.
Rohder, Herman
Schroeder, Werner
Setterlund, Len
Silhouette Sisters
Steffen, Jewel Howell
Switley, W.
Taylor, Earl R.
Thompson, William T.
Tracy, Arthur M.
Walik, R.
Walsh, Earl B.
Waters, Rusty
Weiss, Esther
White, Albert "Flo"

MAIL ON HAND AT ST. LOUIS OFFICE

390 Arcade Bldg.,
St. Louis 1, Mo.

Adair, Miss Gladys
Amack, Velma
Anthony, Mrs. Mervel
Ashby, G. O.
Baron, Earl W.
Barum, Wm. W.
Bailey, Bob
Baker, Mrs. Iola
Bales, Mrs. C. W.
Bales, Dorothy Jean
Bales, Pete J.
Bell, Mr. & Mrs. Abe
Bell, Aaron
Benton, Henry L.
Boatwright, H. E.
Booth, Raymond Ezra
Boudreau, G.
Boutcher, Bill
Branson, John T
Brittian, Mrs. D. A.
Brooks, Miss Annie
Bucaman, Uncle Billie
Buffington, P. W. (Shorty)
Calloway, Gordon
Campbell, Miss Lillan
Carson, R. W.
Chaffee, Miss Helen
Chastain, Mrs. William
Clements, Alva V.
Clemons, Mr. & Mrs. Arthur
Collins, Miss Alice
Cooper, Paul "Tas"
Crain, Blackie
Crawley, Bob
Cutler, Louie & Rose
Cutsinger, W. T.
Davies, John C.
Desjardens, Miss Suzanne
Dessereau, Roland E.
DeWitt, Mr. & Mrs. Ted R.
Dixon, Mrs. Dixie
Dunn, Mrs. Bill
Eckstein, Mrs. George
Edgin, L. B.
Elst, John
English, Ralph W.
Escoe, James C.
Evans, George
Foeley, Ed (Mike)
Foss, John
Fuller, Mr. & Mrs. Oliver
Gormen, Miss Bernice
Grant, H. L.
Gregory, R. W.
Gulum, J. C.
Haggard, George
Hallbrook, Bobby
Hall, Mr. & Mrs. Edward L.
Hall, E. T.
Hapkins, Frederick
Harris, Mrs. Emily
Hinkston, Charles R.
Hogan, William H.
Hopper, Frank
Holston, Mr. & Mrs. Jack
Horton, Lewis J.
Hughes, Willis Lee
Jackson, John G.
Jandron, Richard
Jenkins, Henry
Johnson, Mrs. Bobbie Jewel
Johnston, Everett
Jours, M. Marie
Kayser, Otto
Kelly, Joseph
Kile, Floyd O.
Knapp, G. W.
Korman, Lois & Carroll
Lane, Russell
Leverett, Robert T.
Lewis, Jo Lee
Levine, J. B.
Lowe, Russel R.
McCarey, Cecil
McGregor, Harold G.
McMullen, John L.
McTheeney, William Edward
Malbin, Mr. & Mrs. Ed
Malone, John
Mann, Frances
Marshfield, L. C.
Martinez, Olga M.
Meck, Mr. & Mrs. Harold
Middleton, Dudley
Miller, Elsia
Milliken, Wilson John
Moore, Raymond C.
Morehouse, Junior
Morgan, Healer
Morley, Hobertina
Mort, Steve
Mulkey, Ralph
O'Brien, Mr. & Mrs. Eddie
Oddi, J. O.
Olson, O. L.
Prevost, David J.
Rambo, Wesley
Reese, J. R.
Richards, Aline
Ringlin, Mr. & Mrs. Geo. K.
Robertson, Richard
Ross, Lynn D.
Shelton, Mrs. Nallie
Shipley, Mrs. L. L.
Smith, William Daniel
Steffen, Jewell Howell
Steffen, J. O.
Stevenson, Louie
Stein, Carl
Sweigart, Mr. & Mrs. Kinney
Thompson, Ralph E.
Walker, Mr. & Mrs. Paul & Betty
Webb, Mr. & Mrs. Teddy
Wetherbee, Harold
Williams, Maria
Witzker, Fred
Wright, George V. and Thelma
Zimmer, Miss Florence

IDENTIFICATION BRACELETS

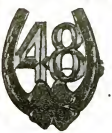


AIRPLANE METAL PLATE
No. 309 .... $4.65 Doz. $54.00 Gr.

WHITE OR YELLOW
No. 302..... $3.10 Doz. $36.00 Gr.

WHITE OR YELLOW
No. 301......$2.85 Doz. $33.00 Gr.

NEW Big Selling "48 and Horse" Pins



No. 515
$3.85 Doz.
$45.00 Gr.
Yellow Finish
Safety Catch Back

The New "Lucky
'48 and Horse"
Is Available In
Various Style
Pins, Pendants
and Bracelets

●

Merchandise Carded

Cellophane Wrapped

No. 516
$3.85 Doz.
$45.00 Gr.
Yellow Finish
Safety Catch Back

WRITE FOR NEW CATALOG
(State Your Business)

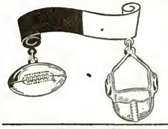
HARRY PAKULA & CO.
5 N. Wabash Ave. Chicago 2, Ill.

TWILL CREW HATS

For Sewing Machine Operators

NEW LOW PRICE $60.00 Per Gross

Immediate Delivery



FOOTBALL NOVELTY BAR PIN, ALL COLORS, STILL AVAILABLE.

NEW LOW PRICE, $9.00 Gr.

CAMPAIGN SPECIALS

50L Dewey-Warren Comb. Button	$8.00 C;	$17.50 M
80L Truman-Barkley Comb. Button	2.00 C;	17.50 M
50L Plain Wallace, Dewey, Truman	3.00 C;	17.50 M
70L Campaign Buttons, same as above	3.50 C	
2½L Campaign Buttons, same as above	8.00 C	
3½L Campaign Buttons, same as above	11.00 C	
CAMPAIGN PENNANTS, 8"x27"	11.00 C	
CAMPAIGN PENNANTS, 5"x18"	6.00 C	

Complete Sample List Will be Shipped Upon Receipt of $1.00 To Cover Cost of Samples.

SPECIAL BALLOON PRICES

#10 Kat Mottle	$8.50 Gr.
#8 Kat Mottle	4.80 Gr.
#8 Round Mottle	4.80 Gr.
#8 Round Animal Print	4.80 Gr.
#8 Roy Roger Print	4.50 Gr.
#11 Round Stripe Balloon	7.80 Gr.
#8 Round Balloon	3.50 Gr.
#4 Dart Balloons	.80 Gr.

SEND FOR FREE ILLUSTRATED FOOTBALL OR NOVELTY CATALOG

25% deposit with all orders. We take orders for special Buttons and Pennants.

KIM & CIOFFI
816 ARCH STREET MA-7-2283 PHILADELPHIA 7, PA.

BACK AGAIN

NEW LOW-PRICED RINGS for BIG PROMOTIONS!!!
OVER 1001 DIFFERENT RING NUMBERS IN STOCK

1R106 White
1R107 Yellow
$24.00 Gross
$2.10 Doz.

1R104 White
1R105 Yellow
$84.00 Gross
$8.10 Doz.

1R100 White
1R-01 Yellow
$86.00 Gross
$6.25 Doz.

1R102 White
1R103 Yellow
$66.00 Gross
$3.85 Doz.

No. 2X1
$22.50 Per Gross

...JUST OFF THE PRESS!
NEW ENGRAVING JEWELRY CATALOG
FEATURING THE MOST COMPLETE LINE OF FAST-MOVING JEWELRY

No. 1X7
$12.00 Per Gross

NO. 4X14—GOLD FINISH ...$2.65 DOZ. | NO. 4X15—WHITE FINISH ...$2.65 DOZ.

WRITE FOR CATALOG 103—STATE YOUR BUSINESS

BIELER-LEVINE, 5 N. Wabash Ave., Chicago 2, Ill.

SLUM BALLOONS
Bingo & Premium Merchandise
WRITE FOR OUR 1948 PRICE LIST
M. A. SINGER CO.
2125 COMMERCE STREET DALLAS 1, TEXAS

PLASTER AND SLUM

Worth Spec. Balls. Doz. ....$2.25 | American Made Leis. Gross $3.00
Snow Cone and Juice Supplies. Write for List.
M.-G. NOVELTY CO.
19 S. WALKER ST. OKLAHOMA CITY 2, OKLA.

GIVE TO THE DAMON RUNYON CANCER FUND

Pipes for Pitchmen

By Bill Baker

B. N. NATHANSON . . .
did capacity business pitching a new plastic milk bottle cap at Michigan State Fair, Detroit.

Fancy Freddie says: "Big investments in work pay off in big dividends."

LOU SHERMAN . . .
well known to pitchdom, writes from Milwaukee that he's planning to make the Cream City his home since his recent engagement to a local school teacher.

EARL BURMEISTER . . .
and Jim Haley have their foot layout working to good counts in the House of Bab, Milwaukee.

This season hasn't been such a pleasant one for some pitchmen —not enough to beef about.

ROBERT HAMPTON . . .
after a lengthy silence, comes thru with the following dope on the pitch set-up at the Los Angeles County Fair at Pomona: "Space here went for $20 per foot, with a minimum of 10 feet; hotels charged $5 per day and meals went for from $1 to $2.25. I saw J. A. Johnson, Doc Robert Hallie; Shorty Grace, with his tricks, and Doc Anderson. Hallie, who worked scopes, told me that he paid $500 for a spot for the 10-day run. I'm going to make a few pumpkins and then head for the East. Los Angeles is closed to pitchmen for keeps. Let's have a pipe from Rose Piper."

Common sense isn't half as common as it should be.

THE BOYS AND GIRLS . . .
who make indoor shows and other winter events should be arranging their dates now. From all indications a goodly number of subscription men and demonstrators are scheduled for the various doings and space at the events will be limited.

It'll soon be overcoat time. How's your bank roll?

WITH THE FAIR . . .
at Carthage, Cincinnati, running in great stride, the many pitchfolk working the event should come away with plenty of long green this year when the event concludes its four-day run Saturday night (18). Fair has been blessed with good weather, and attendance marks have eclipsed those of last year. The numerous pitch stands noted about the grounds seemed to be corralling a good share of the spending money. Among the layouts were novelties, the usual run of kitchen gadgets and graters, names-on-hats, Lord's prayer on a penny and a number of juicers.

Remember way back when they used to wonder when they would get a red one?

LET'S HAVE . . .
some pipes here from Smacksie Shapiro, Mr. and Mrs. Springer, Joe Lobarsky, Daisy Winder, Ray C. Herbers, Marvin Hulick, Edwin Anthony, Carroll Miller, Myrtle Hutt Beard, Jack Powder Puff, Johnny Manley, Leo Postel, Vera and Leslie Schey, Emil Martony, Charles Parr, I. W. Hightower, Prof. Jack Scharding, W. L. Cunningham, Mr. and Mrs. Bruce Sockett, Jim Howard, Gene Kessler, Glenn Reeves, Henry H. Varner, Mr. and Mrs. Eddie Gall, George Haney, Nellie Brown, Del Raes, Warner B. Pool, Doreen Dragan, Marion Morgren and Eddie Lorenz.

Famous Last Words: "The elements have no effect on my sales. I get my share of the lucre in good or bad weather."

NOW THAT . . .
the curtains are being rung down on the fairs in the Northern States, the boys and girls are seeking other climes to conquer. On the whole the fair season was a lucrative one for those who worked it.

It's not too soon to begin preparing for your Christmas season.

THEY TELL US . . .
that the Southern Indiana fairs attracted numerous pitchmen who clicked to satisfactory results.

IF YOU WANT . . .
your stock on time, order it early. Yours isn't the only one to be filled.

IT'S TRUE . . .
that business can be combined with pleasure, but when successful pitch-

CASH in at the football games with this new novelty noise-maker. Available with initials or 2-line imprint on chest. Head and body in contrasting colors. See your jobber at once.

Sold by Leading Jobbers

The OAK RUBBER CO.
RAVENNA, OHIO.

SELLS AT EVERY DEMONSTRATION!

MYSTIC PILLARS
A GREAT TRICK!

An amazing cut and restored string trick. No skill required! Takes less than a minute to demonstrate. Every youngster from 7 to 70 wants one! Sample 50c

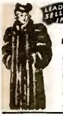
2 DOZ. MYSTIC PILLARS......$4.00

Jobbers! Write for Our Offer!

D. ROBBINS & CO. 152-B W. 42nd Street
New York 18, N. Y.

Genuine Simulated
PEARLS
They're beautiful! (Not Plastic)
18" Strands
- 1 Strand .....$3.75 Doz.
- 2 Strand ..... 6.75 Doz.
- 3 Strand ..... 9.75 Doz.

Sample Set, $2.00 Postpaid.
1/3 Deposit, Balance C. O. D.
FARBER TRADING CO.
263 William St. New York 7
Phone: BEekman 3-9843



LEADING SELLERS IN FUR COATS
LOW PRICES
JACKETS
CHOKERS • SCARFS
ALL GENUINE FURS
Our new 1948 Sure Fire Line is our greatest variety of best sellers for you! Latest styles. All sizes. Write for FREE NEW COMPLETE CATALOG! Satisfaction guaranteed or money refunded. Prompt deliveries.
H.M.J. FUR CO.
180-B W. 28th St., New York 1

MEDICINE MEN!
THERE IS NO SUBSTITUTE for QUALITY
WRITE TODAY for new wholesale catalog on tonics, oil, salve, soap, tablets, herbs, etc. LOW PRICES—RAPID SERVICE! (Products Liability Insurance Carried) We are MANUFACTURING PHARMACISTS established 1934
GENERAL PRODUCTS LABORATORIES, INC.
Dept. X

"FAST SELLING POCKET NOVELTIES"

Brussels Boy Bottle Opener Key Chain. The Latest Pocket Novelty. Doz. $1.50. Gro. $18.50.
Novelty Rubber Shimmie Dancers. Doz. 70¢. Hundred $5.00.
"Novelty Rubber Man in Barrel." Doz. $2.50. Hundred $16.75.
Kilroy Plastic Statuettes. Doz. $1.20. Hundred $8.00.
"Kilroy" Statuette Cocktail Stirrers, asstd. colored plastic. Agents selling many hundreds each day. Doz. 80¢. Hundred $8.75.
"Patty Peel," Hollywood sensation, "strip tease" novelty. We can now make immediate shipments. Doz. $1.75. Gro. $18.00.
Half Cash With All C. O. D. Orders. Certified Check or Money Order. NO SAMPLES.

We are now mailing out our complete 1948-'49 catalog

WRITE FOR YOUR COPY TODAY. YOU MUST STATE LINE OF BUSINESS.

MIDWEST MERCHANDISE CO. 1010 BROADWAY
KANSAS CITY, MO

TWO TONE DOUBLE ACTION DEMOCRATIC DONKEY BRAY

Hurry! Hurry! Hurry! Get them while they are HOT. They are very colorful and sturdily built of fiber, metal and wood. The Democrats are really going for them at 50¢ each. They also make a hit at Halloween Festivities and New Year's Parties. Wholesale prices: $14.40 per gross, $1.50 per doz.

25% deposit with order, balance C. O. D. WE CAN MAKE PROMPT SHIPMENTS.

E. COLE MFG. CO., P. O. Box 522, Evansville 3, Ind.

SALESMEN: Call on retail trade. Lib. Comm.!

Special Set-up for Jobbers!

PRICE RIOT!!

- 30" Real Fur Grizzly Bear—Assorted Colors. $42.00 dz. CARTON OF 1½ DZ. ONLY $60.00!
- 18"x14" LARGE Real Fur Scotty Dog. Black, or Asstd. Colors. $21.00 dz. CARTON OF 3 DZ. ONLY $60.00!
- 19"x16" EXTRA LARGE Real Fur Scotty, Blk. or Asstd. Colors. $30.00 dz.
- 12"x10" Small Real Fur Scotty — Asstd. Colors. $13.50 dz. CARTON OF 3 DZ. ONLY $78.00!

ACE TOY MFG. CO. D-8, 128 W. 27TH ST.
NEW YORK, N. Y.

*REG. U.S. PAT. OFF.

DEWEY AND ALMY CHEMICAL CO.
CAMBRIDGE 40, MASS.

BIGGER PROFITS FOR YOU
With DUMONT WATCHES
Direct from Importer and Assembler

No. 803

NEW—
GUARANTEED
Yellow Rolled Gold Plate. Steel Back. 17 Jewels. High Triple Curve Crystal. Rhinestone dial. In handsome Combination Plastic Plush Box.
$14.75 Postpaid.
Retail price, $42.50.
Dealers only. Send for Free Catalog.
Rush order today. Send check, M. O. or we mail C. O. D. plus charges. 10 day money back guarantee.
YORMARK WATCH CO.
Dept. B
128 W. 48 St.
N. Y. 18

WIRE WORKERS
PEARL PLATES
Sample Assortment — 12 Designs
$5.00 & $2.00 Worth More. Prepaid Only. No C. O. D. on Samples.
ART PEARL WORKS
63 N. J. R. R. Ave.
Newark 5, N. J.
Snail and Fresh Water

100% PROFIT

on reconditioned Nationally Advertised WATCHES

Send for our new FREE Catalogue of famous watches and other outstanding jewelry buys. The low, low prices and famous brand names will do the selling for you.

FOR EXAMPLE { This 7-jewel Waltham in new chromium case, 12 and 18 SIZE $20. YOUR COST, $10

KANE WATCH CO.
Rm. 113, 104 Canal St
New York 2, N. Y.

ASK FOR FREE CATALOG

NEW THREE STAR SET
★ ★ ★
Fountain Pen—Pencil—Ball Point Pen
All newly styled with Gold-Finish Caps. Price List on request. Sample, $1.00.
ARGO PEN-PENCIL CO.
220 Broadway New York 7, N. Y.

men work they work; when they play they play.

EDDIE E. GILLESPIE . . .
writes from Spencer, Ia., that he has been working combs and mice to pretty good biz, and that the fraternity was well represented at the Huron (S. D.) Fair, which he worked. Among the boys were Lee Carrier and Russ, jewelry; Eddie Prokop, with Caltrop Miracle Plants; Lydia and Jimmie Coffman, Daisy winders; Bob Roach and T. Ward, Svengali Cards; Solly Fields, peelers, and Tip Hallstrom and Jack Curran, combs and mice. According to Eddie, Charlie Kasher is stacking up the green stuff with vitamins and minerals in Spencer, and Chet Naron is getting his share, too, in the same city. Eddie sent in a write-up from a Des Moines paper, in which the columnist extolled the outstanding quality of the pitchman—his ability to sell anything. Eddie says he is having a little trouble with his mail, in that there seems to be two other guys with his name, and would like to call attention to it. He would like to read pipes on Art Cox, Mark and Art Jarrett and Art Huber.

TOM KENNEDY . . .
was sighted working plants in Green's store in Des Moines recently.

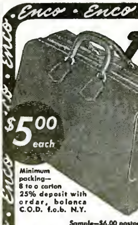
An independent pitchman is only independent when he gets off the nut to everybody.

We Are First Again . . . Now
NICKEL SILVER SIGNET RINGS
(WILL NOT TARNISH)
WHY PAY MORE FOR BRASS!
TOPS THEM ALL
#NS445
2.25 DOZEN
24.00 GROSS
#NS384
2.50 DOZEN
27.00 GROSS
#NS717
2.00 DOZEN
21.00 GROSS
25% Deposit With Order, Balance C. O. D.
THE SALPRO CO.
3824 W Arthington Chicago 24, Ill.
STERLING JEWELERS
85 E. Gay St. Columbus 16, Ohio

FIREWORKS
Chinese Firecrackers
1 Bundle or 1280 1½" Crackers $3.50
1 Bundle or 1600 1½" Crackers 4.35
BALLOONS
Latex Rubber
NO. K8 —PER GROSS............$1.00
NO. K10—PER GROSS............ 1.25
NO. K20—PER GROSS............ 2.50
Cash With Order
United Fireworks Mfg. Company, Inc.
DAYTON 7, OHIO

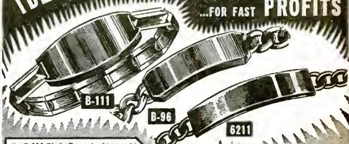
Ser ational
at $7.50
Where else could you get a modernly designed, timed and tested 7 Jewel Men's Swiss Chroma Cylinder Wrist Watch with Ruby and Rhinestone Dial decorations (No. 207) at this quick-selling, profit-making price? Or in 10 kt. domestic rolled Gold Top Case, Steel Back, 7 Jewel Swiss Cylinder Wrist Watch for $8.50. (No. 208). Wholesale only in minimum sample lot of six. (Add $1 extra to each for less than six.)
LANCYL CO.
580 Fifth Ave., New York 19, N. Y.

Fine Assorted
CHOCOLATES
Gorgeous, Large, Flashy, Cellophaned 1-Lb. Boxes. $6.40 Doz., 2 Doz. to Case. We pay all Express on Cash Orders. You pay Express on C. O. D.'s, plus 25% deposit. Sample, $1.00.
BARBARA FRITCHIE CHOCOLATES
Frederick, Md.



Enco · Enco · High ON EYE-APPEAL LOW IN PRICE!
$5.00 each
Minimum packing—8 to a carton 25% deposit with order, balance C.O.D. f.o.b. N.Y.
Sample—$6.00 postpaid
Beautiful simulated leather traveling bag that means added sales for salesboard operators, premium users, concessionaires and dealers.
Genuine leather handles; 25" Talon zipper; closes with lock and key; wire frame construction. Bag is 18" in length. Cloth lined with two cloth pockets. Available in Russet and Brown.
ENCO INC., 242 4th AVE., NEW YORK 3, N. Y.
Enco · Enco · Enco · Enco · Enco

DEMONSTRATORS PITCHMEN
THE HOTTEST MONEY MAKING ITEM IN THE COUNTRY FOR FAIRS AND STORES
CAKE DECORATORS
Set consists of:
3 Plastic Lined Bags.
4 Plastic Cones—different colors.
Instructions and Recipe Chart.
Retail Price $1.00
Everyone a Guaranteed Worker
Price Is Right. Immediate Delivery.
FREE SAMPLE TO KNOWN AND PROVEN WORKERS.
Start estimating your orders for Fair Season. Terms: 25% with order, balance C. O. D.
Pitchman, Write for Special Prices.
We supply the Pitch.
Jobbers' Inquiries Invited.
KRAFT PRODUCTS CO.
9450 W. Milton Ave.
St. Louis 14, Mo.



IDENTIFICATION BRACELETS! ...FOR FAST PROFITS
No. B 111 Flashy Expansion Ident, gold plated, 2 styles . . . $8.00 Doz. Bulk
No. B-96 Massive Bracelet, pink or white, giant links. $4.76 Doz., $54 Gr. Bulk
No. 6211 Heavy Men's Ident, pink or white finish . . . . $3.26 Doz., $36 Gr. Bulk
1949 CATALOG OFF PRESS!
Please State Your Business
SUPERIOR JEWELRY CO.
740 Sansom St., Phila. 6, Pa.

FULL 50 x 56 IN. CELLOPHANE
RAIN COVERS
Surplus, but what a buy. Slip into it like an envelope. Transparent cellophane top lets you see. Lower part in olive drab. Sell them at the races, ball parks, midways for protection from rain. You can clean up at $1.00 a throw. Usable also for covering machinery and equipment—or slit open and use as a drop cloth. Approx. size open, 50x56 inches—each packed individually in box measuring only 4x7¼ inches. Original cost, 94¢ each.
Now only
IN LOTS OF 1,000 OR MORE, EACH 8⅓¢ IN LOTS OF 100 TO 999 EACH 10½¢
IMMEDIATE DELIVERY
STARK'S 509 So. State Street CHICAGO 5

Special Set-ups for Jobbers and Salesmen!
CLOSEOUT!
• 28" Rayon Plush Bear, Cotton Stuffed, Asstd. Colors. $27.00 dz.
CARTON OF 2 DZ. ONLY $50.00! (While They Last!)
• 11"x9" Rayon Plush Scotty Dog or Sitting Doll. In 6 Dz. Lots! $7.20 dz.
Greatest Values Ever Offered!
ACE TOY MFG. CO. B-8, 122 W. 27th St. New York, N. Y.
Act Now for Christmas

WRITE FOR NEW FREE CATALOG
over 2,000 items for
JOBBERS—SALESMEN—SPECIALTY WORKERS
Listing Our Entire Holiday Line
GEM SALES CO.
533 Woodward Avenue
Detroit 26, Mich.

PITCHMEN, ATTENTION!
Pitch BRIGHT STAR WAX POLISH
Direct From Your Car
Vital information needed to get C-notes fast at Fairs, Parking Lots and Factories given FREE with orders of as little as one gross! Powerful money-getting demonstration. Light weight package.
$21.60 Per Gr. Sample 50c Prices F. O. B. Chicago. Terms: 25% Cash With Order.
With the powerful angles we give you, this product will take in $1 per pkg. or 3 pkgs. for $2.
HERSICK CHEMICAL PRODUCTS CO.
1451 N. Cicero Ave. Chicago 51, Ill.
Phone: CApitol 7-1171

SALESBOARD SIDELIGHTS

Universal Manufacturing Company, Kansas City, Mo., top-kick, Joseph Berkowitz, is currently outlining plans for a complete State-by-State tour covering the entire country via the air lanes. Proposed trip is scheduled to start within the next few weeks. Universal's production and shipping chief, Sol Levinson, reports that business is booming. Night shifts have been added and new boards (via Berkowitz's Bee-Jay Products, Chicago, firm) and ticket games are in the planning stage.

Guy E. Noel, president of Gay Games, Inc., Muncie, Ind., large ticket manufacturer, states that his firm believes in producing top-game items embodying most modern design and play methods. Noel says that what was popular and needed 10 years ago is not sufficient for the present demand and that new products open up new markets because of their easier uses under changing conditions. Close study of needs of jobbers and retailers during the past years has resulted in the designing of new merchandise to fill the need of the trade.

Gardner & Company, Chicago, expects to welcome back sales manager Charles Leedy this week-end from his West Coast trip and assistant sales manager Maurie Kaye from a Midwestern jaunt. Firm's well-known John E. Rife became a father for the third time September 9. Mrs. Rife and hubby, John, are the proud parents of a baby girl, which made both happy as the first two were boys.

Jack Morley, vice-president of Container Manufacturing Company, St. Louis, announces that firm has developed a completely new line of boards, its Silver Tops. Two new representatives have been added to the sales staff: Richard Mudd, covering Florida and Georgia, and Dave Collis, for North and South Carolina and North and South Virginia. Container's traveling sales manager, Frank Lathrop, has been out in the territory many months now, training and developing representatives.

Alvin Borkin, of Bork Manufacturing, New York, reports that he has posted a 24-hour guard around his business establishment after the foiling of an attempted break-in. Bork suspects that those trying to get into his plant wanted an advance look at his new line of money boards, still under wraps. Bork promises that full details of his new line will be released by the end of next week, when the boards will hit the market.

GRIDIRON

FOOTBALL SYMBOL TICKETS
THICK DIE-CUT BOARD

You'll Get Quick Money Action on This Football Season Natural. Beautiful Array of Colors. Single Jack Pot.

1260 Holes @ 5¢
Takes In $63.00
Average Payout .. 30.00
Avg. Profit $32.80

ORDER TODAY!
IMMEDIATE DELIVERY
Send for Illustrated Catalog of Our Full Line.

GLOBE PRINTING CO.
1023-25-27 Race St., Philadelphia 7, Pa.

Patents Pending

Brand New!
SLOT MACHINE DICE
(Exactly like a slot machine)
Something definitely new in the amusement world. Sparkling white plastic dice, eight sides on each with colored symbols and same winning combinations of an expensive slot machine.
Odds remain unchanged regardless of price per shake 75% average payout.
Be first! Get yours today! Four-color payout card included with each set of three dice.
Per Set $3.95 Postpaid

ORDER DIRECT FROM THE INVENTOR
These Dice can be installed in any machine now using Dice, making an entirely new Game out of your Old Machines.
DISTRIBUTORS AND JOBBERS: WRITE FOR QUANTITY PRICES.
A-P DISTRIBUTING COMPANY 2823 LOCUST ST. ST. LOUIS 3, MO.

SALESBOARDS—*All Orders Shipped Same Day Received*

Holes	Play	Description		Profit	Price
400	2¢	Lucky Bucks, Thick	Def.	$ 7.00	$ .85
1000	25¢	J.P. Charley, Thick	Avg.	51.85	1.25
1200	25¢	Texas Charley Thick	Avg.	102.22	1.20
220	5¢	Fully Packed, Thick, Girl Board	Avg.	25.25	2.75
280	5¢	It's the Knots Thick, Girl Board	Avg.	28.25	2.75
1000	5¢	Barely Speaking, Thick, Girl Board	Avg.	26.20	2.75
1000	5¢	Lovely Lady Thick Girl Board	Avg.	22.20	2.75
1200	5¢	Pick a Cherry Thick, Seal Board	Avg.	20.04	2.85
200	25¢	Fin & Sawbuck, Thick, 5 Nos. to Ticket	Avg.	23.15	2.85
220	25¢	Kwick Fin Giant Holes, 8 for 25¢	Avg.	22.75	2.50

JAR TICKETS
RED, WHITE AND BLUE
LUCKY SEVEN
BINGO TICKETS
on Sticks—Sizes 1000-1200-1220

WRITE FOR OUR LATEST ILLUSTRATED PRICE LIST

Stating your requirements. Large stock Plain, Tip, Definite, Jackpot Boards, Coin Boards, Super Giant Holes and all kinds of Cigarette Boards 1¢, 2¢ or 5¢. 25% deposit with all orders—balance C. O. D.

MICHIGAN CITY NOVELTY CO. BOX 66, MICHIGAN CITY, INDIANA

ATTENTION—NEW GUN SALE—ATTENTION
ORDER NOW—THEY WON'T LAST LONG
First Orders Received — First Filled.

	Each
3 Marlin 81-DL-22 Target Rifles	$24.70
1 Harrington-Richardson 12 Gauge Single	17.00
1 Harrington-Richardson 16 Gauge Single	17.00
5 Stevens 12 Gauge Single	17.00
1 Stevens 12 Gauge Double Barrel	41.33

	Each
1 Stevens 22 Target Rifle, Model 416-2	$ 43.55
8 Belgium Brownings 16 Gauge Automatic	116.40
7 Savage 16 Gauge Single	19.10
5 Savage 12 Gauge Automatic, Model 745	73.20

All Guns Guaranteed First Class Condition
25% With Order—Balance C. O. D., F. O. B. Omaha.

TIC-TOC MANUFACTURING COMPANY
BOX 504, OMAHA, NEBRASKA

SALESBOARDS AND TICKETS *ALL ORDERS SHIPPED SAME DAY RECEIVED*

2170—5¢ R. W. B. singles ....def. 3650 $1.10
2170—5 fold ....def. 3650 1.35

Holes	Play	Description		Profit	Price
400	5¢	Dollar Dome, 2s, Thick	Def.	$ 5.00	$ .50
1000	25¢	J.P. Charlie, Thick	Def.	51.25	.25
1100	5¢	Jumbo-Hole Girl Bd.		20.00	1.85
1000	25¢	Charlie, Thick	Def.	50.00	.85
1000	5¢	Nickel Charlie		17.00	.20
1200	25¢	Texas Charlie, Thick	Avg.	102.22	1.25
200	5¢	Silver-Mt Coin Bds.	Def.	14.50	1.15
1000	25¢	P A D Ticket Deals	Avg.	88.50	1.25
200	6/25¢	Quick Fin		28.00	1.75
940	25¢	Players-Dream, Thick	Avg.	21.22	2.52
2400	5¢ or 10¢	Easy Picking	Avg.	48.00	2.80
1200	25¢	Cheerful Charlie	Avg.	72.22	1.52

1000-1200 Girlie Bds., J.P. and Def. From ...$27 - $32 $2.25

Giant-Boards
New Style—
Intermediate Holes
15 Asst. Numbers—
200 to 220 Holes
6 FOR 25¢
Also Super Giants with 3 Nos. on One Ticket and
3 FOR 10¢
Your Choice At
$2.50 EACH

U. S. MERCHANDISE CO. 25% WITH ORDER; BALANCE C. O. D.
10216 Superior Ave., Cleveland, Ohio

SALESBOARDS at FACTORY PRICES
Immediate Delivery
WE CARRY IN STOCK A COMPLETE LINE OF UNIVERSAL
JAR-O-DO TICKETS AND JAR DEALS

	NET PRICE
Jar-o-Do Bingo Tickets, 1000 Size	$ .72
Jar-o-Do Bingo Tickets, 1200 Size	.88
Jar-o-Do Bingo Tickets, 1250 Size	.85
Jar-o-Do Bingo Tickets, 1380 Size	1.05
Jar-o-Do Bingo Tickets, 1800 Size	1.20
Jar-o-Do RWB 2170 Singles	1.50
Jar-o-Do RWB 2170, 5/1	1.75
Bingo Jackpot Cards, 50 Seal. Per Doz.	2.80
Bingo Jackpot Cards, 74 Seal. Per Doz.	2.25
Grab a Fin Pad, 1000 Size, 5/25¢	1.70
Grab a Fin Pad, 1200 Size, 5/25¢	2.25
Grab a Fin Pad, 1200 Size, 2/25¢	2.25
Grab a Ten Pad, 1200 Size, 5/50¢	2.25
Grab a Twenty, 1200 Size, 5/$1.00	2.25

FACTORY DISCOUNTS ALLOWED.
Complete Stock on Hand. Call or Drop In To See Us.
1/3 With Order, Balance C. O. D.

RAKE COIN MACHINE EXCHANGE
609 SPRING GARDEN ST., PHILA. 23, PA.
LOmbard 3-2676

SALESBOARDS
WHOLESALE "NET" PRICES—25% DEPOSIT

Holes	Name	Prof.	Price
1000	25¢ J.P. Charley XX Th. Avr.	$52	$1.42
1200	5¢ Lulu Board, XX Thk. Def.	12	1.42
1200	25¢ J.P. Tex. Chas., Tk. Avr.	102	2.25
100	5¢ J.P. Siesta, Tk., Pr. Avr.	25	2.28

NEW! 6 TICKETS PER HOLE BOARDS

Holes	Name	Prof.	Price
200	25¢ They All Do Def.	$24	$2.85
200	25¢ Dixie Mes.	23	2.38
200	25¢ The Comet Mes.	22	2.48
1200	25¢ J.P. Cheerful Chas. Avr.	$77	$2.22
1300	5¢ Bubbles, Thick, Jum. Def.	20	2.75
285	5¢ J.P. Rosebud, Girlie Avr.	89	2.85
1027	5¢ J.P. Hollywood, Jum. Avr.	27	2.54
1000	10¢ J.P. Jumbo Hole, Th. Avr.	45	2.82

Write for "New Wholesale" Bulletin. 10th year giving immediate delivery on finest boards.

LEGALSHARE SALES
Box 22-B Huntington Beach, Calif.
(Phone 2842)

A REAL BUY
In Jar and Bingo Tickets

2170 R.W.B. Jar-O-Do Staple, 3-5-7 To Bundle	$28.00
2200 R.W.B. Staple, 5-7 To Bundle	22.00
2170 R.W.B. 3 In a Bundle	22.50
2170 R.W.B. Single	18.00
2140 R.W.B. Single	18.00
1930 R.W.B. Single	17.00
2220 Lucky, 7 Ticket	21.00
2520 Combination	25.00
2220 Combination	20.00
2225 Combination	18.75
1238 Combination	18.00
1838 5 In Bundle	12.00
1800 Bingo Ticket Only	18.00
1280 Bingo Ticket Only	15.00
1220 Bingo Ticket Only	14.00
1200 Bingo Ticket Only	13.00
1000 Bingo Ticket Only	12.00

We Carry a Complete Line of Tickets and Salesboards. Send for our Price List.
25% With Order, Balance C. O. D.

HENRY E. WEISS
140 N. 31st St., Belleville, Ill. Phone: 850.

FINAL WARNING

Our new revolutionary boards will be ready by the end of this week. Write, wire or phone for your share. (Don't say we didn't tell you so!)

BORK
MANUFACTURING CO.
6201 15th Ave.
Brooklyn 19, N. Y.

NO OTHER BOARD CAN MAKE THIS STATEMENT
MORE OPERATORS and JOBBERS USE
PROFIT BOARDS
THAN ALL OTHERS COMBINED
IT'S A FACT!
34 Pg. CATALOG FREE!

PROFIT MFG. CO.
30-11 40th St. L. I. C. 4, N. Y.

PUSH CARDS

All sizes of straight or skip number cards with Girls' Names and winner under Seal. Also cards with every push a winner. Immediate shipment from stock.

FREE CATALOG—Write

W. H. BRADY CO., MFRS.
CHIPPEWA FALLS, WISC.

Salesboard Salesman
Now representing
Salesboard Manufacturer
— Carry Fast-Selling Sideline —
Complete line of bronzeware and premium merchandise, Palomino horses and other good items—priced way below any competition.
Exclusive protected territory.
Reply Confidential
Box A-73, Billboard, 6000 Sunset Blvd., Hollywood 28, Calif.

★ THE THREE STAR ★ LEADERS OF 1948 ★

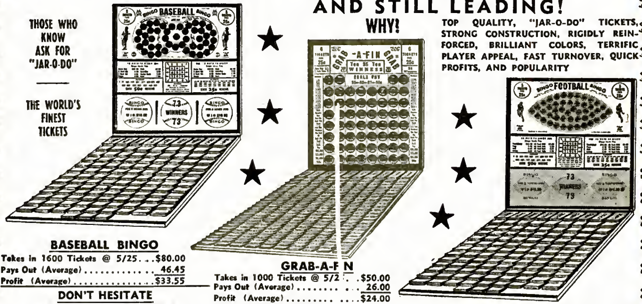
AND STILL LEADING!

THOSE WHO KNOW ASK FOR "JAR-O-DO"

THE WORLD'S FINEST TICKETS

WHY!

TOP QUALITY, "JAR-O-DO" TICKETS, STRONG CONSTRUCTION, RIGIDLY REINFORCED, BRILLIANT COLORS, TERRIFIC PLAYER APPEAL, FAST TURNOVER, QUICK PROFITS, AND POPULARITY



BASEBALL BINGO

Takes In 1600 Tickets @ 5/25. . . $80.00
Pays Out (Average) 46.45
Profit (Average) $33.55

DON'T HESITATE
WRITE TODAY FOR FREE
DESCRIPTIVE LITERATURE
AND PRICES
AT NO OBLIGATION TO YOU

GRAB-A-F N

Takes in 1000 Tickets @ 5/2 . . $50.00
Pays Out (Average) 26.00
Profit (Average) $24.00
If Used With 12( ) Tickets
Profit (Average) $34.00

Also Available
GRAB-A-TEN—5/50c Play
GRAB-A-TWENTY—5/$1.00 Play

FOOTBALL BINGO

Takes In 1600 Tickets @ 5/25c. $80.00
Pays Out (Average) 44.88
Profit (Average) $35.12

UNIVERSAL MANUFACTURING CO., INC.

"THE WORLD'S FOREMOST MFR. OF JAR GAMES"

405-7-9-11 East 8th Street
KANSAS CITY 6, MISSOURI

"WIN-A-PRIZE BINGO"—*Sales Stimulator!*

The NEW Sensational BINGO TICKET PLAY

Attention: PREMIUM, TICKET and PUNCH-BOARD OPERATORS! Write for Information on *WIN-A-PRIZE BINGO CARDS*—5¢ and 10¢ Sale—Use Any Size Bingo Tickets—MAKE YOUR OWN DEFINITE PROFIT.

Give the Ticket Player a SPECIAL AWARD With Regular Bingo. A PRIZE or GRAND CASH AWARD Goes With Last Sale—Seal Opened When Last Sale Is Made.

U. B. T. DISTRIBUTING CO.

Factory Distributor for JAR-O-DO—LA-TA-DO Tickets and BEE-JAY Salesboards
210 N. EWING AVE. NEwstead 9008 ST. LOUIS 3, MO.
St. Louis Warehouse—Full Line of Tickets, Pad, Box Deals and Boards for Immediate Shipment.

The "Horse" ELECTRIC MANTLE CLOCK

A gracious ornament on any modern mantle or desk.

The clock is electric, self-starting, guaranteed and it operates on 110v.60 c. AC

Solid wood base is finished in mahogany. Size 18" long 6" wide, 12½" high.

Horse is finished in genuine silver, or gleaming goldine.

$12.75

25% with order, balance C.O.D.

Quantity Buyers, write for Special Prices on Punch Boards and Jar Ticket Deals from all Leading Factories.

T. & C. SALES COMPANY

207 N. Sandy St. Jacksonville, Ill.

BANNER IS BACK WITH SUMMER SPECIALS
SALESBOARDS — *IMMEDIATE DELIVERY*

Size	Play	Description	Profit	Price
400	5¢	BUCK BOARDS	$ 9.00	$ .50
1000	25¢	JP Chas. Semi-thick	51.95	.76
1000	1¢	1¢ CIGARETTE BDS. . . .		.55
1200	25¢	TEXAS CHAS. Protected	102.50	1.76
800-1200	6¢	Jumbo Hole Girlie Bds. . . .	25.00 to 32.00	2.00
1000	5¢	NICKEL CHAS.	17.00	.76
200	25¢	6 for 25¢ QUICK FINS. .	36.00	2.10

25% deposit with orders, balance C. O. D.

SPECIAL
6 for 25c
GIANT HOLE BDS.
15 Asst. Numbers
$2.25

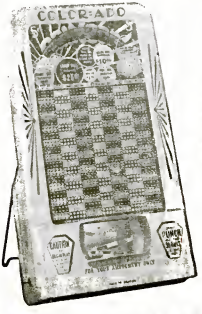
BANNER PRODUCTS CO.

1526 Luxor
Cleveland, Ohio

Minimum of **10% MORE PROFIT** because **NO SHORTAGES**

COLOR-ADO

is the **MOST UNDERRATED** combination



★

Our Pellet Punchboards and **COLOR-ADO** creates the atmosphere the punchboard industry **NEEDS** at this time to maintain a reason for its existence.

★

Ask the Operator Who Knows

THE McNAMARA CO.

5729-31 W. LAKE STREET CHICAGO 44, ILLINOIS

EXTRA "OIL STRIKE!" EXTRA

THE BIGGEST HIT OF 1948!

A HALF SIZE EDITION OF
HARLICH'S FAMOUS
GOLD GUSHER

IMMEDIATE DELIVERY!

Beautiful Gold Embossed Book Cover — A Colossal Thick Board with Extra Large Easy to Read Tickets.

TAKES IN	$168.75
P. O. (AVE.)	107.92
PROFIT (AVE.)	60.83

675 Holes
G. L.
Giant Thick
25c Play
Form #16581

IMMEDIATE DELIVERY!

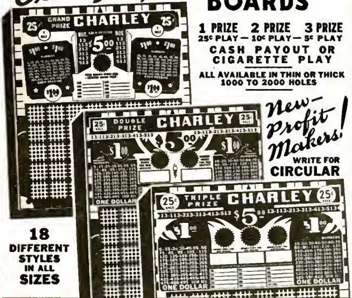
HARLICH MFG. COMPANY 1200 N. HOMAN AVE.
CHICAGO 51, ILLINOIS

Seal Prize CHARLEY BOARDS

1 PRIZE 2 PRIZE 3 PRIZE
25¢ PLAY — 10¢ PLAY — 5¢ PLAY

CASH PAYOUT OR CIGARETTE PLAY

ALL AVAILABLE IN THIN OR THICK
1000 TO 2000 HOLES



New — Profit Makers!

WRITE FOR CIRCULAR

18 DIFFERENT STYLES IN ALL SIZES

GARDNER & CO. 2222 S. MICHIGAN AVE.
CHICAGO, 16, ILL.

SPECIAL OFFER

To introduce our FAIR PLAY line of ticket games, we offer the following introductory assortment of boards and ticket games:

5 Different Punchboards—25c J.P. Charley, 6/25c Big Bargain, 6/$1.00 Tempting, 5c Girlie Board.

4 Different Pad Deals: 25c Kutor Kolor, 5/25c Win-A-Fin, 3/25c Big Winner, 5/25c Card-O-Gold.

$286.50 PROFIT FOR ONLY $13.75

Order as Billboard Special — Immediate shipment.

Write for complete price list on over 300 different ticket games and 200 different punchboards.

WE MAKE DEALS TO MAKE YOU MORE MONEY!

MUNCIE NOVELTY COMPANY

P. O. Box 823 Muncie, Ind.

USED COIN-OPERATED MACHINES

Music • Vending • Amusement • Bells • Counter

Only advertisements of Used Machines accepted for publication in this column.

RATE—12c a Word . . . Minimum $2

Remittance in full must accompany all ads for publication in this column . . .
No charge accounts

Forms Close Thursday for the Following Week's Issue

A-1 BARGAINS — CIGARETTE AND CANDY Vending Machines. All makes, models, lowest prices What have you to sell? Max Postel 6416 N Newaard Ave., Chicago. oc28

AAAAA-1 RECORDING DISKS FOR AUTOmatic and semi-automatic machines. Thousands of coin machine parts. Vending machines designed, developed, built. Joe Munves, 515 10th Ave., New York City.

ACE COIN COUNTING WRAPPING MACHINE, new, with carrying case, $75; three Columbias, Gold Award, Cigarette Reels, like new, lot, $125. Watlings, two quarters, one dime; Rol-a-Top, one quarter; Treasury; fine condition, lot four machines, $125. 1/3 deposit; balance, C. O. D. Harden Supply Co., 3011 Vane, Omaha, Neb.

CANDY VENDORS—1 POST-WAR VENDALL, 2 Uneedapaks, 3 Rowes, 2 Nationals, 5 DuGrenier Candyman, top condition, make offer. A. R. McDonald, Ottawa, Ill.

CIGARETTE MACHINES 20 25 CENT OPERAtion all makes and models. Completely overhauled and refinished in two-toned baked enamel. All work guaranteed. Parts available for all 25c conversion, immediate delivery What have you for sale? Fred Stumm, 337 S. Lawrence St., Philadelphia 6, Pa. Lombard 3 2842. oc2

CIGARETTE VENDORS — ROWE, NATIONAL and DuGrenier, reconditioned and guaranteed. Quarter coin chutes, too. Kelner Vendors, 3730 W. Division St., Chicago 51. oc26

CIGARETTE MACHINE EQUIPMENT MILLED out for 25c operation, overnight service. Send your complete coin mechanisms and lowers to us. We also carry a complete new Coin Chute with one of the best known slug rejectors. For further information write, phone or wire Central Vending Machine Service Co., 3957 Parrish St., Evergreen 6-4244, Philadelphia, Pa.

DIGGERS FOR SALE—ERIE DIGGERS, ALL hand operated; Iron Claw Diggers, Merchantmen, Mutoscopes, Buckleys, Exhibit Rotary Merchandisers. National, 4243 Sansom, Philadelphia, Pa.

FOR SALE—1 AND 5c COMBINATION NORTHwesterns, $5 each. Ball gum attachment free with each machine. Al Hoff, 1020 Rose, Baltimore 13, Md.

FOR SALE—FIVE (MINUTE POP) POP CORN Machines. Fully automatic. Used three months. $400 each. Wooster Music Co., 15 Center St., Sebewaing, Mich. oc16

FOR SALE — 1 OUT OF THIS WORLD Speaker, $75; Mills Three Bells, like new, $175; 10c Mills Gold Fronts, $65 each; 25c Mills Gold Fronts, $75 each; 1 10c Black Cherry Bell, $100; 1 25c Black Cherry Bell, $105; 1 5c Black Cherry Bell, $95; 1-10c Chrome Front, $75; 1 25c Vest Pocket, $30; 1 25c Golden Falls, $115. Consoles: High Hand, Super Bell, Fast Time, Big Top and Bob Tails, $20 each. Frank Guerrini, Burnham, Pa. Phone Lewistown, Pa., 5725.

LIST $2,000 SALESBOARDS WAY UNDER cost. 7 Mills Vest Pocket 5c Bells. Factory bought, used 60 days. Duvy, Childersburg, Ala.

MAKE OFFER—NO REASONABLE OFFER REfused. Six Red Balls, one never unpacked; two Wurlitzer Skee Balls, one Super Skee Roll, three Roll-a-Balls, four Bally Basketballs, one Air Raider, ten A.B.T. Challengers, one Kilroy, four Best Hands, two Thrill Skills, three Pop-Ups, one Skee Ballette, one Mountain Climber, five Pop Corn Maids, one Hawk Eye Corn Vender, one Excel Corn Popper, six Vendit Candy Bar Machines, 25 Shipman Stamp Venders, 200 Advance 5c Candy Bar Machines, 35 Atlas, 25 Sun, 25 Star Vendors, two Rat-a-Bells. Star Vending Co., 510 W. 4th Ave., Denver, Colo.

REBUILT POPCORN MACHINES FOR SALE—Fully guaranteed. Priced from $150. Consolidated Confections, 1314 S. Wabash, Chicago 5, Ill. oc30

SILVER QUARTER CONVERSIONS FOR ALL cigarette machines available at lowest prices. Write today for complete details. State model desired. N. Y. Vending Machine Exchange, 1010 Myrtle Ave., Brooklyn, N. Y.

SLIGHTLY USED GOLF BALL SLOT MAchines, 25c play, $250. Also buy and repair same. Herman Kramm, 244 Millvale Ave., Pittsburg, Pa.

TRADE IN YOUR OLD POPCORN MACHINE—We give up to ½ for your old one. Latest models, all makes. Get set for 1949 now. You won't be able to buy one then. Get wise. P.K. Sales Co., Cambridge, Ohio. oc2

TWO LIKE NEW IMPS WITH 3,500 BALLS Gum, $30. T. O. Thomas Co., Paducah, Ky.

WANTED TO BUY—WATLING OR ROCKOLA Penny Weighing Scale on or off location. State quantity, price, etc, in first letter. Box 204, Billboard, Chicago.

WANTED — 50 STEEPLECHASE MACHINES manufactured by Keeney about 1933. N. M. Welch, Parkersburg, W. Va.

WANTED—ALL MAKES AND MODELS OF Cigarette and Candy Vending Machines. Send list and prices. N. Y. Vending Machine Exchange, 1010 Myrtle Ave., Brooklyn, N. Y.

WE HAVE THREE (3) DEMONSTRATOR Models, "Minitpop's" coin operated 10c play Popcorn Machines, Make offer. P.K. Sales, Cambridge, Ohio. oc2

2 HANSON COIN SCALES, $10 EACH; 3 COlumbia Trimors, $18.50 each; 2 Columbia Bimors, $15 each; 3 Seka Scales, $10 each. Machines are in good working order. Morris Weiner, 4923 B St., Philadelphia 20, Pa.

15 MINITPOP'S (DEMONSTRATORS) — TO close out estate. ½ (8) like new, the others on one location 30 days. Cost, $550 each; make offer for entire lot. Will accept trade for part. P. O. Box 330, Cambridge, Ohio. oc2

24 SLIGHTLY USED 1c ALL-PURPOSE VENDers, 5 compartments, $300 for all or $16 each, a bargain. Leo King, 3124 S. Center Rd., Flint, Mich.

QUALITY BOARDS

AT BARGAIN PRICES

Name	Play	Holes	Profit	Net Price
Texas Charley ..	25¢	1200	$102.28	$1.85
Texas Charley ..	5¢	1200	23.10	1.85
Jackpot Charley .	25¢	1000	62.00	.90
Reg. Charley ...	25¢	1000	60.00	.90
Jar of Jack	10¢	2000	88.00	2.75
Barrel of Jack ..	10¢	2000	88.00	2.75
Dollar Game ...	5¢	400	7.00	.66
Fin & Sawbuck	5/25¢	800	83.15	2.70
Kwik Fin	5/25¢	220	26.75	2.80
Pick a Cherry ..	5¢	1200	30.04	3.50
SizzlingSmokes (Cigarette Board)	5/25¢	800	80.00	1.50
E-Z Pickin'	5¢	3400	45.00	2.95
E-Z Pickin'	10¢	3400	81.30	2.90
Baby E-Z Pickin'	25¢	140	17.00	1.25

All brand new, guaranteed boards. No seconds or rejects. 20% deposit. Balance C.O.D., F.O.B. Chicago.

HOWARD MACHINE PRODUCTS CO.
Dept. PB
2754 Diversey Blvd. Chicago 47, Ill.

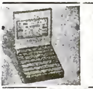
SALESBOARDS
JAR-O-DO TICKETS
WHOLESALE PRICES TO ALL

BEE JAY SALESBOARDS
JAR DEALS - BOX DEALS
BINGO TICKETS - RED WHITE BLUE
LUCKY 7 - SPINDLES - REFILLS

We carry a complete stock on hand for immediate delivery. All orders shipped same day as received.

WRITE FOR CIRCULAR
CAROL SALES COMPANY
312 E. Market St. Elmira, N. Y.

BIG PROFITS "HOT" NEW TICKET DEAL



Salesmen wanted in every town and community. Sell to clubs, cigar stores, pool halls, taverns, etc., or start a route.

Free pocket sales kit.

No investment. No experience necessary.

Big advance commission. Write today.

WORTHMORE SALES
1828 S. Michigan Av., Dept. B-825, Chicago, Ill.

SALESBOARDS

IMMEDIATE DELIVERIES—20% DEPOSIT

Holes	Name		Profit	Price
400	5¢ Dollar Bd. X.Tk. .	Def.	$ 7.00	$ .58
1000	25¢ Charley	Def.	60.00	.78
1440	5c Cigarette Barrel	Def	82.00	.98
1440	5c Barrel	Def	16.00	1.15
1440	10c Barrel, X. Tk.. .	Def	66.00	1.00
1600	5¢ Lulu Bd., X. Tk.	Def.	16.00	1.40
1000	25¢ J.P. Charley, Tk.	Avr.	$52.00	$ .94
1200	25¢ Tex. Charley, Seal	Avr.	102.26	1.49
600	25c Jumbo Q.T., X.Tk	Ave	66.90	1.00
1000	5¢ J.P. Asst. Bds. ...	Avr.	27.00	3.34
1050	5¢ J.P. Asst. Bds. ...	Avr.	31.00	2.09
NEW! 6 Tickets Per Hole Boards				
800	25¢ 6-in-1	Max. Avr.	$30.50	$1.08
800	25¢ 5-in-1	Max. Avr.	73.50	2.88
200	25¢ Kwik Fin. ..	Max. Avr.	30.50	3.48
2170	5¢ Red-Wh.-Bl. Tkts.	Def.	$30.50	$1.28
3170	R W.B. 6 Fold			1.30
120	Tip Ticket Bks., gross, $10.75; doz.			1.08

WORLD'S BEST BOARDS, TICKETS, CARDS
DELUXE MFG. CO.
DeLuxe Building Blue Earth, Minn.

WE ARE MANUFACTURERS
All kinds—PULL TICKET GAMES
•TIP BOOKS•
Buy Direct From Manufacturer at Very, Very Reasonable Prices.
—Columbia Sales Co.—
902 MAIN ST. WHEELING, W. VA.

The Billboard Fall COIN MACHINE SPECIAL

THE FALL OUTLOOK

EACH year at this time, *The Billboard* presents its Fall Special Edition, designed to help the industry set its sights for those important three months that remain in the year.

Fall has always been the signal for increased effort on the part of the industry as a whole. With the summer months out of the way, operators, distributors and manufacturers are taking stock of their business, eager to expand and to strengthen their present position.

This Fall Special was prepared with that idea in mind.

Into the following pages, the staff has packed information vital to fall business: the outlook in games, vending and music and the reasons behind that outlook; stories of new equipment, of prices and of operating methods which have proved successful after years on trial.

While the industry's primary interest lies always in the domestic scene, no one can afford to overlook the foreign markets. Nor did the editors gloss over that important phase of the industry.

This year's Fall Special takes on added significance since its editoral content has been fashioned deliberately—without distorting the facts—to point up the basic soundness of the coin machine industry.

As always, *The Billboard* feels that the coin machine buiness is one of the soundest links in this country's all-important "small" business network. To reawaken true appreciation for those basic facts this issue is dedicated.

DON'T SELL YOUR BUSINESS SHORT!

Any way you look at it, coin machines offer wider opportunities and greater returns than any other business. Read this and compare.

By MAYNARD REUTER

IN THE fall of 1948 two Chicagoans, both ex-GI's, decided to forsake their pre-war occupations and go into business for themselves. One was Myron Michel, 33, married, with two children, who had spent four years in the army and had 12 years' experience before and after the war working an insurance debit. The other was his cousin, Roger Oberman, 31, single, also with four years of army service. Pre-war he had been a concessionaire with amusement parks and carnivals. In fact, when he was discharged from the army in the spring of '46 he immediately joined one of the larger carnivals and spent the season on the road as a concessionaire.

In September, 1948, Oberman approached Michel with the idea of their teaming up in the coin machine business. Oberman had already looked into it. In fact he already had nut and ball gum machines on 50 locations on Chicago's North Side. He felt it was a good business for the two of them, but Michel didn't agree. He wanted to strike out for himself, but his plans were to have his own delicatessen—a business in which his father-in-law had made a good living for over 25 years before retiring in 1940. The wind-up was Michel bought a delicatessen on Chicago's North Side and Oberman continued in the vending machine business. At the time both were convinced they had made the correct choice. Two years later here is the box score:

Michel's Experience

The delicatessen Michel bought was a going concern. It had been operating in the same spot for 22 years. The lawyer he hired checked it as a sound venture. Thru his bank Michel made a GI loan with which he bought the business for $20,000. Of this $16,000 was for stock and fixtures. The price of the "key" (good will, etc.) was $4,000. In addition, Michel immediately had to put out $1,400 for new parts for the refrigerators in the store, spend $300 for lighting plus an additional $300 for miscellaneous items such as a cash register and trays. In short, before Michel got going he had $22,000 invested. The $16,000 figure, incidentally, was the net profit for the store for the previous 18 months; and, figuring he could do just as well, his goal was to have this portion of the debt amortized in the same length of time.

Michel has now had the store 24 months. He is still paying on his loan and doesn't expect to have it paid off until the end of 30 months. His store is open every day except Tuesday. He, himself, works behind the counter of his store 79 hours a week and puts in an average of eight more hours at home on book work. For these long hours he pays himself $100 a week plus his groceries. In addition he has one clerk full time who puts in 40 hours at $1 an hour. He also has two part-time clerks who work from 4 to 9 p.m. daily. One gets $18 and the other $20 a week. A community porter cleans up for $5 a week plus $3 in groceries. So, his salaries add up to a weekly nut of $186. Rent is an additional $250 a month and electricity $50. Excluding taxes, Michel's weekly overhead averages about $275.

Profit Margin Shrinks

What proved to be the greatest surprise to Michel, however, is that expenses have continued to climb, while the profit margin on merchandise he sells has continued to shrink. His father-in-law averaged an 11 per cent profit over a year's gross sales before the war. Michel figures his will be less than 3 per cent (national average net operating profit for delicatessens doing less than $100.000 gross sales is 2.2 according to the U. S. Department of Commerce).

For instance, the most profitable item he sells is corned beef, which he boils himself. He sells it at $2.25 a pound. He buys it at $1.90 but by the time he figures in his shrinkage, time and electricity he figures his profit is approximately 7 cents a pound. Profit on other staples is even smaller. National advertised brand of coffee he sells at 60 cents; his cost is 59 1/3. Milk he buys at 21½; sells at 22. When Michel and his cousin first compared costs he found out that his average percentage of profit per sale was less than his cousin makes out of every sale from one of his vending machines.

What bothers Michel most, however, is that even if he gets his business paid off by next April he still isn't out of the woods because much of his equipment already needs replacing. He also needs more floor space which he can obtain only by building back farther into his store. Whether to do it or not is a problem posed by the fact that he only has three more years to run on his lease and he has been unable to get any guarantee that it will be extended. So he faces the possibility of losing whatever investment he puts into permanent improvements.

Oberman's Experience

In contrast, Oberman, his cousin, who tried his luck in the vending machine business, now has 190 machines on location, for which he paid an average of $40. This meant an outlay of $7,600—$5,000 of which he secured on a GI loan plus $2,600 put up out of his concessionaire earnings. He works an average of eight hours a day five days a week. His brother, who is employed on the route, works five days, 10 hours a day. Together they do all the work of servicing and repairing the machines. He has no office overhead since he works out of his garage, which also doubles as storeroom and repair shop. The sum of $100 a week is taken out for salaries for the two of them. Average gross per machine is $1.25 for a total weekly gross sales of $237.50. Out of this $100 is put aside for salaries and $25 for a reserve which Oberman plans to use for expansion in other coin machine fields. This leaves $112.50 a week for expenses. Amortization of his loan takes $47.50, cost of nuts and gum is currently averaging $30 weekly, which leaves $35 as a cushion for replacement, parts, car expense, etc. Oberman's loan is for 24 months and he expects to pay it off ahead of time.

What especially delights Oberman is that he is definitely his own boss. He isn't tied down to his route night and day. And most important of all, he is in an expanding business. The reserve he is setting up is enabling him to expand without getting further into debt and he figures in another year he will be out in front entirely, whereas Michel feels he has at least three more years before he can begin to draw any dividends on his investment.

Case Typical

This is a typical case among hundreds that could be cited. It was selected because Oberman's entry into the coin machine business thru the door of bulk vending is typical of hundreds of operators who started in the same way with a minimum outlay of cash. Thru aggressiveness, good service and fair dealing with locations, they thus pave the way to further expansion in their present locations by installing juke boxes, pin games and other types of vending equipment.

In a sense it is the Horatio Alger saga in modern dress—for what other business offers so many opportunities for a man to get ahead faster? What other business is so filled with living examples of men who started with little capital and by sheer aggressiveness and stick-to-it-iveness are today comfortably well off? Nor is this "coin machine success story" confined to any one phase of the industry. There is hardly a single manufacturer today who hasn't come up the hard way in the past 20 years or less. The many distributors and operators alike who have going concerns today that didn't even exist a decade ago are numbered in the thousands. What has made this possible? Simply the fact that the coin machine business is basically sound, wherein the investment of a small amount of capital and a large amount of sweat can be built into a profitable venture in a short span of time.

Look at the Facts

Take profit first—for that is the prime purpose for any business' existence. Oberman's business, on an investment of $7,600, is yielding him a profit of $25 a week after all expenses, including $47.50 payment on his $5,000 loan which will be fully paid off in 24 months. This gives him a 17 per cent return on his capital investment each year. In addition, on his gross sales of $12.350 a year his profit is $1,300, or 10.4 per cent.

Compare that with any of the other "typical small businesses" in the chart which accompanies this article—and remember that Oberman is just starting out. As his location ties grow stronger, as he gains in experience, he will have countless opportunities to reinvest in other types of coin machine equipment from which his return can be greater without adding to his overhead appreciably. Compare it with that of his cousin Michel who can't foresee any return on his investment for another five years!

The Capital Comparison

Consider the capital necessary to get started in this business. Oberman's took $7,600. Michel's $22,000. Oberman's was higher than the average because many a coin machine operator has started with five or 10 machines on a part-time basis, where Oberman started full-time with 190. Of course, there are examples of other types of business that started on a shoestring, but statistics compiled by the U. S. Department of Commerce over a half-century of business experience show that four-fifths of all business failures occur among those that have less than $5,000 initial capital and half among those with capital under $2,000. These statistics also show that one-half of all small businesses fail within the first two years and one-third drop out during the first year. Even in boom times approximately 500,000 enterprises of all ages fold each year.

No one will deny that the turnover among coin machine operators is high, but *The Billboard*, by keeping track of operator turnover for over 20 years, has definitely proved that it's no greater than the average for any other type of business. The average pre-war was about 30 per cent. In the first two post-war years it jumped to 37 per cent, a natural consequence of the large influx of returning GI's who saw in coin machines a chance to be their own boss on a limited investment. Some of these undoubtedly did not find the business to their liking and sold out. Others, who didn't have what it takes, were forced out. But compared with other post-war businesses like electrical appliance stores that mushroomed and

(See Don't Sell on page 124)

HOW DOES YOUR BUSINESS COMPARE?

Below are the breakdowns for six average types of "small business." They have been chosen because they represent typical types of business that a coin machine operator could conceivably own. All figures are the latest available from the U. S. Department of Commerce.

	Av. Net Sales	Cost of Goods Sold	Gross Margin	Expenses and Salaries	Net Profit	Inventory Turnover
Independent Grocery Stores ...	$ 40,000	82.8	17.2	13.0	4.2	12.6
Filling Stations	180,074	75.10	24.90	23.90	1.0	—
Confectionery Stores	11,200	65.9	34.1	29.3	4.8	10.8
Drugstores	69,422	67	33	23.5	9.5	4.4
Hardware Stores	94,270	72.1	27.9	18	9.9	3.53
Cleaning and Dyeing	154,425	88.77	(Production costs, 57.25; selling and distribution, 19.63; office and administrative, 12.22.)		11.23	—

FALL BIZ OUTLOOK BRIGHT

New Pin Taxes In Wash., D. C., Start Nov. 1

Exempt Juke Boxes

WASHINGTON, Sept. 18.—New local regulations affecting pinball machines and all amusement games except juke boxes will take effect November 1, it was affirmed this week. Under terms of the rules, the machines are subject to an annual tax of $12 per machine. The fee is transferable in the event the machine is replaced.

Other regulations adopted by the D.C. commissioners ban the playing of machines by children under 16 during school hours and provide for a character investigation of all applicants for pinball licenses. All license applications are to be referred to the police department which will make a check on the applicant.

Penalty for permitting children to operate machines during prescribed hours is a $300 fine or 90 days in jail for each offense. The burden of enforcing the ban is placed on the location.

Set Hollycrane Digger Showings For 3 Distribs

CHICAGO, Sept. 18.—Como Industries, Inc., here has announced three showings have been scheduled by distributors of its Hollycrane digger machines. First showing will take place at Walbox Sales Company, Dallas, September 22-25, followed by a New Orleans showing at the headquarters of the New Orleans Novelty Company. Third in the series will be held by Sicking, Inc., Cincinnati, at a date to be announced later. At all three events, Ralph Nicholson and Bert Davidson will represent the Como firm.

Hollycrane machine measures 36 by 24¼ by 48 inches and its side windows are 38 by 19 inches. Entire chassis, on which the crane mechanism and playfield are mounted, slides out of cabinet on retractable roller legs. Crane travel of Como product is controlled by two self explanatory levels. Left hand for forward motion, right hand for crossfield motion. Levers may be operated only once during play.

Claw on the new digger automatically lowers to pick up merchandise. Both the claw and the crane also automatically return to the starting position once they make a pass at the merchanside, releasing merchandise into the delivery chute while en route. Despite the complete cycle performed by the digger, actual operating time is but 10 seconds.

Manufacturers of the Hollycrane claim that the equipment was designed by actual digger operators. It is made with ABT coin mechanism and a sensitive anti-tilt device.

Cancer Society Award to CMI For Successful Fund Drives

CHICAGO, Sept. 18.—The American Cancer Society's coveted Distinguished Service Award has been presented to the Coin Machine Industries, Inc. (CMI), in behalf of its membership for "continuing assistance, co-operation and intense devotion" in the fight against cancer, Dave Gottlieb, CMI president, has announced. The award was made for CMI's $250,000 contribution to the Damon Runyon Memorial Cancer Fund.

Accompanying the citation was a letter from the American Cancer Society which said in part: "Your able assistance in the fields of education and fund raising bears directly upon the society's major program of research, from which will stem the inevitable defeat of cancer."

In a strong effort to keep the constant struggle against cancer firm in the minds of the nation's coinmen, CMI is centering its 1948 drive around two major developments: a football game between two top collegiate teams in Soldier Field, Chicago, December 4, and a tie-in between CMI and United Artists regarding the movie, *The Time of Your Life.*

Net proceeds of the football contest, which is being billed as the Health Bowl game, will be allocated to cancer research institutions by the American Cancer Society thru the Runyon fund. *The Time of Your Life* promotion concerns six giant pin games, also called *The Time of Your Life*, which are touring several principal cities timed with the opening of the new movie in various parts of the country. Games are operating on dime play, serviced by coinmen in area where the picture is showing and all proceeds will be used to swell the Runyon fund.

Jennings Stages Southern Premier of New Bell Line

EDGEWATER PARK, Miss., Sept. 18.—Highlighted by an unusually heavy turnout of the South's leading coinmen, O. D. Jennings & Company introduced its 1949 line of Monte Carlos in a two-day showing that ended tonight (18) at the Edgewater Gulf Hotel here. First Eastern showing will be held Wednesday and Thursday (22-23) at the Berkeley-Carteret, Asbury Park, N. J.

Among the Jennings distributors assisting in the debut of the new bell line, which features the live jackpot principle, were Ed Heath, of the Heath Distributing Company, Macon, Ga.; Luther Clary, Crestview, Fla.; D. Franco, of Franco Distributing, Montgomery, Ala.; J. H. Moore, Ace Novelty Machine Company, Atlanta; coinmen Smith and Montgomery, S&M Sales, Memphis; Harry Weaver and Bill Williams, of Weaver & Williams, of both Houston and Dallas; W. S. Hancock, Monroe, La.; J. H. Peres, of J. H. Peres Distributing, New Orleans; Bernard Reichel, Reichel Distributing, El Paso, and Nick Carbajal, Crown Novelty, New Orleans.

Following an introductory talk by J. Raymond Bacon, Jennings vice-president and general sales manager, who painted a bright outlook for fall trade, other representatives who came down from the Jennings home office to participate in the Southern premier of the new line were introduced. Among them were John Neise, firm sales manager; George Isle, and factory technicians who were on hand to conduct service schools on the new bells.

One of the highlights of the two-day showing was a banquet Friday night (17) featuring gulf sea food. Following the banquet, the new equipment was unveiled and explained to the coinmen present. Remainder of the evening was given over to entertainment and a top-flight floor show.

NCMDA Meets With Mfrs.; Elects Lou Wolcher President

CHICAGO, Sept. 18.—Co-operation and mutual understanding of each others' problems was the keynote of the second round of meetings held by the National Coin Machine Distributors' Association (NCMDA) in the Morrisson Hotel's Parlor G Tuesday and Wednesday (14, 15). First day was dedicated to further discussions of the aims of the recently formed distributor unit, while the final sessions included a joint meeting between NCMDA members and CMI representatives of game manufacturers.

During the election meet four of the industry's foremost coinmen were chosen as officers of NCMDA for unspecified terms. They are Lou Wolcher, Advance Automatic Sales Company, San Francisco, president; Dave Bond, Trimount Coin Machine Company, Boston, vice-president; J. D. Lazar, of the B. D. Lazar Company, Pittsburgh, treasurer, and Irv Blumenfeld, General Vending Sales Corporation, Baltimore, secretary. At this same session Alfred J. Fingulin, who was chosen temporary managing director of NCMDA at the meeting here last month, was given a vote of confidence by the membership and chosen permanent managing director. Fingulin, widely acknowledged as one of the nation's ablest association men, has offices at 130 North Wells Street, Chicago.

Wolcher led the discussion at the joint meeting of distributors and

(See NCMDA Meets on page 127)

Game Trade Predicts New Coin Upsurge

Cite Improved Machines

CHICAGO, Sept. 18.—All segments of the amusement coin field are united in the belief that business will be steady and constantly improving during the remainder of 1948. In coming out with this straightforward optimism, operators, distributors and manufacturers of amusement machines point out that they are not merely hoping for stepped up trade activity but have several ironclad facts to back them up.

Topping their reasons for the fall and winter trade spurt is the all conclusive statistic that beginning with the fading weeks of summer the Commerce Department disclosed that there is more money being spent on amusements of all types than at any other time in history. Due to the fact that personal incomes are also constantly on the rise, the department said there is every reason to believe that entertainment spending will continue to reach new levels.

Next strong factor is that operators have been doing a fair share of business even during the so-called summer slump because an unusual number of money-making games have been reaching locations and, as a re-

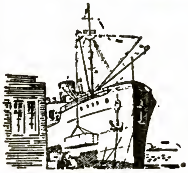
(See Game Trade on page 124)

Ted Bush Named Florida Distrib By Chicago Coin

CHICAGO, Sept. 18.—Chicago Coin Machine Company has appointed the Bush Distributing Company as Florida distributor of its products, Sam Gensburg and Sam Wolberg, Chicago Coin officials, announced this week.

Bush was formerly a distributor of coin machines in the Minneapolis-St. Paul area, selling that business to Hy Greenstein in May, 1948, when he left for Florida to become a Wurlitzer distributor in Florida and Georgia. For the Chicago Coin line he will utilize showrooms in Miami and in Jacksonville.

Entering the coin field as an operator in the Twin Cities 16 years ago under the trade name Acme Novelty Company, Bush became a distributor in 1935. In 1937 he was appointed Wurlitzer distributor for the Minnesota territory. During 1940, he added the Wisconsin area to his territory and opened a branch office in Milwaukee. Bush is also credited with being one of the first coinmen to understand the close relationship between the juke box and retail music fields. He became an Aireon distributor last year, handling the music machine firm's products in Omaha, Milwaukee, Des Moines and the Twin City territories. Latter affiliation lasted until Bush moved to Florida in May and rejoined the Wurlitzer organization.



Even without the lucrative British, Mexican and Canadian business, 1948 exports already show an increase of 75 per cent over pre-war.

NEW FIELDS FOR EXPORTS

By TOM McDONOUGH

COMPLETE wisdom of constantly developing new markets for coin machine exports was clearly pointed out by a summary made by *The Billboard* governing all coin shipments to foreign countries during the first six months of 1948. For despite the bans currently in effect in both Canada and Mexico covering "non-essential" imports, the dollar total was an impressive $1,145,915, a drop from a similar period in 1947 but still approximately 75 per cent ahead figures made in the full 12 months of 1939.

Prior to the war most U. S. coin exporters concentrated on Great Britain, Mexico, Canada and Cuba, and while orders coming in from other than these four nations were filled there was little attempt to exploit the possibilities of carrying on a substantial trade with tha other nations.

For example, the top country on the 1948 list is Colombia, which has already spent $228,008 for 579 music machines. In 1939 this same South American neighbor ordered a paitry 23 jukes having a combined value of but $5,858. A similar case is Venezuela, a nation which purchased but 11 music machines in 1939 worth $2,439, but during the first half of this year accounted for 242 jukes having an aggregate value of $139,588. As every coinmen knows equipment has soared in price since 1939, but both Colombia and Venezuela are now spending 40 times as much on coin machines built in the U. S. compared with their pre-war purchases of the same commodities. Virtually all of the gain can be chalked up to a careful development of new areas or approaching older coin customers in foreign lands on soundly developed business principles.

South American Market

Actually, the strong advances made in the coin export field have been due largely to a marked concentration on countries in South and Central America. Included in the first 10 countries who bought coin machines in larger quantities besides Colombia and Venezuela are Guatemala, Argentina, Salvador and Cuba. Of this group only Cuba was an acknowledged leader in the field before the war. Tho not as high on the list, others in tha same or near-by areas that have made noticeable strides in the post-war era are Panama, Curacao, Canal Zone, Honduras and Costa Rica.

Europe, which before the war numbered 10 or more countries on the export list, could not possibly be considered fertile country for coin machines at this time. Ravaged by war and badly in need of U. S. dollars, the Continental countries have to all intents and purposes dropped out of the export picture until more normal economic conditions return.

Venders Hold Own

One of tha surprises of the first half of 1948 is the fact that altho juke and game sales dropped off more than 50 per cent compared with a year ago (tho remaining more than 75 per cent above 1939 levels) automatic merchandisers continued to keep pace with the record in 1947. Last year's first six months vender sales totaled $130,547 compared with the current figure of $130,473. Before the war the vender export trade averaged about $40,000 for the full year. Most general reason advanced for the continued spread of the vender business is that many of the foreign countries importing merchandisers have recently contracted American firms to help them in the development of their recently discovered natural resources. Industrial development and increased use of venders go hand in hand. This is especially true in Lebanon and Saudi Arabia, two smaller nations that have becoma important oil-producing centers.

Probably the most significant export development despite the loss of a substantial part of Canadian, Mexican and British sales has been the number of nations that have recently become strong amusement game buyers.

Among the newcomers on the gama list are Brazil (42 games for $4,150), Japan (60 games for $14,276) and the Philippines with 524 games worth $37,628, all for the first half of 1948. Before the war only the Philippines had imported coin-operated games and at that time was a U. S. possession. Under present conditions in the game field with new models coming out approximately every six weeks the continued development of game customers is practically necessary. Distributors, particularly those on either the West or East coasts, have found that overseas buyers make a particularly good outlet for used equipment.

What About Embargoes?

Uppermost in the minds of export-conscious coinmen is how long the Canadian and Mexican embargoes will last. When both countries effected their respective restrictions tha consensus of opinion was that both bans would be temporary. Now, however, the Mexican embargo is already in its second year and Canada will have completed one year under its non-essential ban on November 17. Between them, Canada and Mexico accounted for imports amounting to more than $1,400,000 during the first half of 1947, or 25 per cent more than 36 countries accounted for in the same period this year. Reports from Canada and Mexico indicate that several domestic coin machine manufacturing firms have sprung up since the embargoes have reached a semi-permanent stage and the pressing need for equipment has shot the price on older equipment to exorbitant proportions. While American manufacturers have kept abreast of these developments, they claim that facilities are not available in either nation to make these new firms serious competitors once the embargoes have been lifted.

Export Totals for First Half 1948

According to Country

	Totals		Phonographs		Venders		Amusement Games	
Country	No.	Value	No.	Value	No.	Value	No.	Value
Colombia	579	$228,008	579	$228,006	...	......	...	......
Cuba	717	208,824	430	179,354	175	$19,517	122	$9,983
Venezuela	273	147,178	242	139,586	12	3,127	19	3,485
Union of South Africa	1,137	129,693	211	89,494	682	34,414	284	25,785
Philippines Republic	868	91,878	103	43,410	241	10,838	524	37,628
Canada	1,181	41,122	82	17,941	342	10,243	757	12,938
Mexico	751	37,343	79	19,856	572	10,072	98	7,815
Japan	110	31,474	20	10,303	30	6,895	80	14,278
Guatemala	85	22,939	35	17,434	...	......	50	5,505
Argentina	35	21,396	35	21,396	...	......	...	......
Salvador	33	19,057	33	19,057	...	......	...	......
Panama	67	17,224	11	8,387	53	7,419	3	900
Newfoundland	28	12,945	27	12,350	1	595	...	......
Brazil	66	12,534	14	8,384	...	......	42	4,150
Curacao	37	11,598	37	11,596	...	......	...	......
Lebanon	86	9,937	...	......	86	9,937	...	......
Canan Zone	52	9,383	2	1,306	15	2,688	35	5,389
Dominican Republic	43	9,312	33	8,344	...	......	10	988
Honduras	17	7,435	17	7,435	...	......	...	......
Saudi Arabia	13	6,074	4	4,400	9	1,674	...	......
Costa Rica	14	5,924	14	5,924	...	......	...	......
Bermuda	13	3,688	1	800	...	......	12	2,838
Tangier	9	2,925	9	2,925	...	......	...	......
Switzerland	2	2,575	2	2,575	...	......	...	......
India	7	2,473	3	1,973	...	......	4	500
Germany	6	2,300	...	......	...	......	6	2,300
Trinidad	5	2,250	...	......	4	1,050	1	1,200
Hong Kong	8	2,120	...	......	...	......	...	......
China	6	2,000	...	......	6	2,000	...	......
Australia	10	1,500	10	1,500	...	......	...	......
Nicaragua	2	1,379	2	1,379	...	......	...	......
Sweden	15	1,207	1	500	...	......	14	707
Jamaica	4	1,191	...	......	2	599	2	592
Portugal	2	900	2	900	...	......	...	......
Peru	1	632	1	632	...	......	...	......
Ecuador	1	516	...	......	1	516	...	......
Other countries	310	19,562	42	6,999	125	3,077	143	7,681

Six-Month Summary

	Totals		Phonographs		Venders		Amusement Games	
Month	No.	Value	No.	Value	No.	Value	No.	Value
January	593	$137,543	259	$115,459	233	$12,023	101	$10,061
February	1,810	234,356	378	179,483	213	12,517	1,019	42,358
March	941	232,817	392	190,851	222	20,627	327	21,530
April	1,136	161,583	339	113,240	424	14,516	373	31,755
May	1,268	233,895	467	159,080	645	54,788	158	20,027
June	1,299	145,749	264	106,014	829	16,020	206	23,715
Totals	6,847	$1,145,915	2,099	$863,927	2,566	$130,473	2,162	$159,448

Directory Of Distributors

This up-to-date listing of distributors, classified according to the manufacturers they represent, is compiled by regularly checking with manufacturers to make certain that the lists are as accurate as possible. These distributors have been franchised by the manufacturer indicated to buy at distributor's prices for resale to the operator.

The Directory of Distributors is constantly being revised. Last list of manufacturers' distributors was published in The Billboard January 24, 1948. This list incorporates many important changes. Omission of any manufacturer in the listing means either that the manufacturer has failed to report his distributors or that he is unable to list his sales firms because of changes and additions currently being made.

ABT Manufacturing Corp.

715 N. Kedzie Ave., Chicago

ATLANTA—H. & L. Distributors, Inc., 708 Spring St., N.W.
BALTIMORE—General Vending Sales Co., 306 N. Gay St.
BILOXI, Miss.—United Novelty Co., De Launey and Division Sts.
BOSTON 18—Trimount Coin Machine Co., 40 Waltham St.
BUFFALO 2—Alfred Sales Co., 1006 Main St.
CHICAGO 47—Atlas Novelty Co., 2200 N. Western Ave.
CHICAGO 39—Automatic Coin Machine Co., 4185 Armitage Ave.
Electric Machine Gun Co., 647 N. Kedzie Ave.
Empire Coin Machine Exchange, 1012 N. Milwaukee Ave.
National Coin Machine Co., 1411 Diversey Blvd.
Webb Distributing Co., 6 S. Kedzie Ave.
CINCINNATI—Sicking, Inc., 1401 Central Pky.
CLEVELAND—Cleveland Coin Machine Exchange, 2021 Prospect Ave.
Markepp Co., 4310 Carnegie Ave.
COLUMBUS 15, O.—Shaffer Music Co., 606 High St., S.
DENVER 2—Modern Distributing Co., 1610 Welton.
DULUTH, Minn.—Twin Ports Sales Co., 230 Lake Ave., S.
LOS ANGELES 13—R. B. Clapp Co., 314 Omar Ave.
LOUISVILLE—Ohio Specialty Co., 639 S. Second St.
MEMPHIS—C. & P. Sales Co., 407 Madison Ave.
NASHVILLE—Automobile Sales Co., 421 Broad St.
Hermitage Music Co., 423 Broad St.
H. G. Payne Co., 312 Broadway.
NEW ORLEANS 12—New Orleans Novelty Co., 116 Magazine St.
NEW YORK 1—Mike Munves Co., 510 W. 34th St.
West Side Distributing Co., 612 10th Ave.
PHILADELPHIA 3—Rake Coin Machine Exchange, 609 Spring Garden St.
PITTSBURGH 19—D. D. Lazar Co., 1635 Fifth Ave.
PORTLAND, Ore.—Western Distributors, 16th and Jefferson.
POUGHKEEPSIE, N. Y.—Square Amusement Co., 86 Main St.
ROCHESTER 9, N. Y.—Eastern Sales Co., 1824 Main St., E.
ST. LOUIS—Ideal Novelty Co., 2833 Locust St.
Standard Scale Co., 715 N. Kingshighway.
V. P. Distributing Co., 2666 Olive St.
W. B. Novelty Co., 1012 Market St.
ST. PAUL—Mayflower Distributing Co., 2236 University Ave.
SAN ANTONIO—United Amusement Co., 310 S. Alamo St.
SAVANNAH, Ga.—Mullinix Amusement Co., 602 W. Victory Dr.
SEATTLE 99—Puget Sound Novelty Co., 114 Elliott Ave., W.
TAMPA 6—Royal Palm Music Service, 1525 Grand Central Ave.
TORONTO 5, Ont.—Toronto Trading Post, Ltd., 736 Yonge St.
TUSCALOOSA, Ala.—A. L. Kropp, 1432 10th St.
VANCOUVER, B.C., Can.—Specialty Sales & Distributors, 1120 Hamilton St.
Store Fixtures Supply House, 1260 Granville St.
WASHINGTON 4—Silent Sales System, 635 D. St., N.W.

Aireon Manufacturing Corp.

1401 Fairfax Trafficway, Kansas City, Kan.

BALTIMORE—Hub Enterprises, 32 S. Charles St.
BLAIR, Neb.—Modern Music Co.
BOSTON—Melody Phonograph, Inc., 1103 Columbus Ave.
BUFFALO—Regent Distributing Co., Larkin Warehouse Bldg., 189 Van Rensalaer.
CLEVELAND—Erb-Wert-Helmar Co., 1634 Payne Ave.
DALLAS—American Distributing Co., 2034 Commerce St.
DETROIT—Wolverine Sales Co., 2200 W. Warren Ave.
ELMIRA, N. Y.—A. N. S. Co., 312 E. Market St.
EVERETT, Wash.—Joe Hart.
GRAND RAPIDS, Mich.—Western Michigan Dist. Co., 105 Michigan Ave., Michigan at Ottawa.
HAVANA—Cuban Plastics & Record Co., 410 San Miguel.
HAVRE, Mont.—Pete L. Weyh Co., 437 4th Ave.
HOUSTON—Sam Ayo, 1913 Leland Ave.
HUNTINGTON, W. Va.—Turner Sales Co., 3447 Bradley Rd.
INDIANAPOLIS—Trout Music Dist. Co., 1157 English Ave.
KANSAS CITY, Mo.—Western Specialty Co., 4028 Broadway.
LAFAYETTE, La.—Louisiana Coin Machine Co.
LOUISVILLE—H. M. Branson Dist. Co., 514-16-16 S. Second St.
MEMPHIS—Atlas Amusement Co., 1078 Union Ave.
MEXICO CITY—Articulos Electricos, Calle Aguas Calientes No. 154.
MONTREAL—Mafco Corporation, Ltd., 703 Notre Dame St., W.
MILWAUKEE—Hastings Distributing Co., 6100 W. Bluemound Rd.
NASHVILLE—Hermitage Music Co., 423 Broad St.
NEW ORLEANS—H. B. Enterprises, 619 Poydras St.
OKLAHOMA CITY—K. & M. Distributing Co., 704 N. Broadway.
PHOENIX, Ariz.—Garrison Sales Co., 1000 W. Washington.
PORTLAND, Ore.—Aireon Sales & Service, 232 N. Weidler.
ROCKFORD, Ill.—Dudley Sales Co., 303 7th St.
SAN FRANCISCO—M. A. Pollard Co., 725 Larkin St.
SEATTLE—Preston Distributing Co., 1505 Harvard.
SPOKANE—A. C. Rud Co., N. 12 Bernard St.
SPRINGFIELD, Mass.—Melody Phonograph, Inc., 167 Chestnut.
SYRACUSE—Dial Distributing Co., 400 Lodi St.

Alkuno & Co., Inc.

408 Concord Ave., New York

FALL RIVER, Mass.—Lavoie & Hillman, Inc., 2 E. Main St.
MEMPHIS—Southern Amusement Co., 628 Madison Ave.
ST. LOUIS—Charvane Co., 1112 Chemical Bldg.
SAN FRANCISCO—A. H. Simpson Sales Co., 90 Folsom St.

AMI, Inc.

127 N. Dearborn St., Chicago

ATLANTA—H. & L. Distributors, Inc., 708 Spring St., N.W.
BALTIMORE 23—David Rosen, Inc., 503 Evergreen Ave.
BIRMINGHAM—H. & L. Distributors, Inc., 314 Oxmoor Dr.
BOSTON—Beacon Coin Machine Co., Inc., 910 Beacon St.
CHARLOTTE, N. C.—Pioneer Distributing Co., 802 W. Moorhead St.
CHICAGO 22—Automatic Phonograph Distributing Co., 806 N. Milwaukee Ave.
CINCINNATI 14—T. & L. Distributing Co., 1321 Central Pky.
CLEVELAND 14—Lief Music Distributing Co., 1640 Payne Ave.
COLUMBIA S. C.—Pioneer Distributing Co., 1632 Sumter St.
DAVENPORT, Ia.—Pittman Distributing Co., 120½ Third St.
DETROIT 26—Marston Distributing Co., 316 E. Jefferson Ave.
FOND DU LAC, Wis.—General Music & Novelty Co., 51 N. Main St.
FORT WORTH—Fort Worth Amusement Co., 110 S. Jennings Ave.
HOUSTON—R. Warncke Co., 1217 Taft Ave.
INDIANAPOLIS—Arrow Distributing Corp., 330 W. New York St.
LOS ANGELES 6—J. Peskin Distributing Co., 2663-67 W. Pico Blvd.
MEMPHIS—Southern Amusement Co., 628 Madison Ave.
MIAMI 37—Taran Distributing, Inc., 2820 N.W. Seventh Ave.
MINERAL WELLS, Tex.—Wallace Distributing Co., 212 N.E. First Ave.
NEWARK 8, N. J.—Runyon Sales Co. of New Jersey, Inc., 123 W. Runyon St.
NEW ORLEANS—Crown Novelty Co., 920 Howard Ave.
NEW YORK 18—Runyon Sales Co. of New York, Inc., 593 Tenth Ave.
PHILADELPHIA 23—David Rosen, Inc., 855 N. Broad St.
PITTSBURGH—American Coin-A-Matic Machine Co., 1437 Fifth Ave.
PORTLAND 1, Ore.—Jack R. Moore Co., 1615 S.W. 14th Ave.
RAPID CITY, S. D.—Koers Distributing Co., 613 Eighth St.
RICHMOND 20, Va.—Automatic Music System, 606 W. Broad St.
ST. LOUIS 3—Murphy Distributing Co., 3604 Lindell Blvd.
ST. PAUL 3—Automatic Games Supply Co., 302 University Ave.
SALT LAKE CITY—Coin Machine Sales Co., 57 E. Sixth St., S.
SAN ANTONIO—R. Warncke Co., 121 Navarro St.
SAN FRANCISCO—Jack R. Moore Co., 348 Sixth St.
SEATTLE 99—Jack R. Moore Co., 100 Elliott Ave., W.
SPOKANE 8—Jack R. Moore Co., E. 237 Sprague Ave.
TULSA 3, Okla.—H. W. Dolph Distributing Co., 222 E. Fourth St.

Bally Manufacturing Co.

2640 Belmont Ave., Chicago

ALLSTON, Mass.—Associated Amusements, Inc., 204 Brighton Ave.
ARMARILLO, Tex.—Rutherford Enterprises, 616 Madison St.
BALTIMORE—Chris Novelty Co., 1217 N. Charles St.
BILOXI, Miss.—United Novelty Co., Inc., 111 W. Division St.
BIRMINGHAM, Ala.—H. & L. Distributing Co., 1524 Second Ave., N.
BUFFALO—Alfred Sales, Inc., 88 Main St.
CHICAGO 18—Coven Distributing Co., 6161 N. Elston Ave.
CINCINNATI 14—Sicking, Inc., 1401 Central Pky.
CLEVELAND—Lake City Amusement Co. 1648 St. Clair Ave.
CORPUS CHRISTI, Tex.—Corpus Christi Novelty Co., 1332 Agnes St.
DALLAS—Walbox Sales Co., 3909 Main St.
DENVER—R. F. Jones Co., 1454 Welton St.
DES MOINES—Atlas Music Co., 221 9th St.
DETROIT—King Pin Distributing Co., 3004 Grand River Ave.
EL PASO—Reichel Distributing, 1212 N. Copia St.
FAYETTEVILLE, N. C.—The Vending Machine Co., 207 Franklin St.
HARTFORD, Conn.—Reliable Coin Machine Co., 192 Windsor St.
HOUSTON—Coin Machine Sales Co., Inc., 6804 Travis St.
JACKSON, Miss.—United Dixie Co., Inc., 617 W. Capitol St.
JACKSONVILLE, Fla.—Alcorn & Cate, 1705 Pearl St.
JACKSONVILLE, Fla.—Southern Music Dist. Co., 3927 Main St.
KALAMAZOO, Mich.—King Pin Equipment Co., 826 Mills St.
KANSAS CITY 2, Mo.—United Amusement Co., 3410 Main St.
LITTLE ROCK—Ark-Tenn Dist. Co., 607-11 E. Markham St.
LOS ANGELES—Paul A. Laymon, Inc., 1429-61-1503 W. Pico Blvd.
Mintborne Music Co., 2916 W. Pico Blvd.
LOUISVILLE 2—Ohio Specialty Co., 639 S. Second St.
MACON, Ga.—Heath Distributing Co., 217 Third St.
MEMPHIS—Southern Amusement Co., 628 Madison.
MIAMI 36—Christopher-Luker Co., 763 S.W. Eighth St.
MILWAUKEE—Paster Distributing Co., 2606 W. Fond du Lac Ave.
MONTGOMERY, Ala.—Franco Distributing Co., 24 N. Perry St.
MOOSIC, Pa.—Sterling Service, Rocky Glen Park.
NASHVILLE—Hermitage Music Co., 423 Broadway.
NEWARK, N. J.—Runyon Sales, 123 W. Runyon St.
NEW ORLEANS—Dixie Coin Machine Co., Inc., 912 Poydras St.
New Orleans Novelty Co., 115 Magazine St.
NEW YORK 19—Ben Becker Sales Corp., 615 Tenth Ave.
OMAHA—Frankel Distributing Co., 1209 Douglas St.
ORLANDO, Fla.—Southern Music Dist. Co., 503 W. Central.
PHILADELPHIA 30—Active Amusement Machines Co., 666 N. Broad St.
PHILADELPHIA 23—David Rosen, 855 N. Broad St.
PHOENIX, Ariz.—Minthorne Music Co., 612 W. Washington St.
PITTSBURGH—Atlas Novelty Company, 2217 Fifth Ave.
B. D. Lazar Co., 1636 Fifth Ave.
PORTLAND, Ore.—Lou Dunis, 217 N.W. Davis St.
Jack R. Moore Co., 1615 S.W. 14th Ave.
Western Distributors, 1226 S.W. 16th.
PORTSMOUTH, Va.—O'Connor Vending Machine Co., 624 Crawford St.
RICHMOND, Va.—O'Connor Vending Machine Co., 2320 W. Main St.
ST. LOUIS 3—Jack Rosenfeld Co., 3218 Olive St.
ST. PAUL—Mayflower Distributing Co., 2218 University Ave.
SALT LAKE CITY—R. F. Jones Co., 127 E. Second St., S.
SAN ANTONIO—Pan American Sales Co., Inc., 323 S. Alamo St.
SAN FRANCISCO—R. F. Jones Co., 1263 Mission St.
SEATTLE—Jack R. Moore Co., 100 Elliott, W.
Northwest Sales Co., 3144 Elliott St.
Puget Sound Novelty Co., 114 Elliott St.
SPOKANE—Inland Novelty Co., N. 9 Bernard.
Jack R. Moore Co., E. 237 Sprague Ave.
SPRINGFIELD, Mass.—Becker Novelty Co., 97 Dwight St.
SYRACUSE 2—Rex Coin Machine Distributing Corp., 621-629 S. Salina.
TOLEDO—Toledo Coin Machine Exchange, 614-16 Summit.
TULSA, Okla.—Cliff Wilson Distributing Co., 1121 S. Main St.

Bell-O-Matic Corp.

4100 Fullerton Ave., Chicago

ATLANTA—Friedman Amusement Co., 441 Edgewood Ave., S.E.
BALTIMORE—Roy McGinnis Co., 2011 Maryland Ave.
BILOXI, Miss.—United Novelty Co., Inc., De Launey and Division.
BOSTON—Associated Amusements, Inc., 205 Brighton Ave., Allston District.
CHICAGO 39—Automatic Coin Machine & Supply Co., 4165 W. Armitage Ave.
CINCINNATI 14—Sicking, Inc., 1401 Central Pky.
CLEVELAND—Lake City Amusement Co., 1648 St. Clair.
DANVILLE, Va.—Southern Vending Machine Co., 528 Craghead St.
HOUSTON—South Coast Amusement Co., 314 E. 11th St.
KANSAS CITY, Mo.—United Amusement Co., 3410 Main St.
KOKOMO, Ind.—Central Sales & Service, 219 Jackson.
LOS ANGELES—Mills Sales Co., Ltd., 2827 W. Pico Blvd.
MEMPHIS—Heinz Novelty Co., 664 Marshall.
MIAMI—Bill Frey, Inc., 140 N.W. First St.
MINNEAPOLIS 16—Silent Sales Co., 204 11th Ave., S.
NEW ORLEANS—Dixie Coin Machine, 910 Poydras St.
OAKLAND 7, Calif.—Mills Sales Co., Ltd., 1640 18th St.
PHILADELPHIA—Keystone Panoram Co., 2538 W. Huntingdon St.
PITTSBURGH—Coin Machine Distributing Co., 500 N. Craig St.
PORTLAND, Ore.—Mills Sales Co., Ltd., 600 S.E. Stark St.
ROCHESTER, N. Y.—Valley Specialty Co., 550 Clinton Ave., N.
ST. LOUIS 2—W. & L. Amusement Co., 217 S. Seventh St.
SALT LAKE CITY—Yellowstone Specialty Co., 228 Dooly Block.
SEATTLE—Northwest Sales Co., 3144 Elliott Ave.
TERRE HAUTE, Ind.—Indiana Music Co., 664 Marshall.

Chicago Coin Machine Co.

1721-25 Diversey Blvd., Chicago

AKRON—Music Masters, Inc., 471 S. Main St.
ALBUQUERQUE, N. M.—Giomi Bros., 216 N. Third St.
BALTIMORE—General Vending Sales Co., 237 W. Biddle St.
Waldrop Distributing Co., 1728 N. Charles St.
BILOXI, Miss.—United Novelty Co., De Launey and Division.
BIRMINGHAM—Birmingham Vending Co., 2117 Third Ave., N.

(See DIRECTORY on page 102)

FALL BIZ OUTLOOK BRIGHT

Vender Ops, Mfrs. See Steady Gains

Expansion Main Policy

CHICAGO, Sept. 18.—Optimism on both the operator and manufacturer fronts of the vending machine industry became more pronounced during the past weeks as machines on location, generally, began to show an uptrend in sales (especially candy, nuts and gum) and manufacturers announced increased production, plant expansions and, in several instances, price decreases. Operators continued to show initiative and foresight in route expansion, abandoning the retrench and consolidate policy that began to appear earlier this year. Increased activity of both groups was seen as heralding steady gains during the fall and winter, with a growing tendency to reduce rather than raise merchandise and equipment costs overshadowing earlier "more money" talk.

National employment levels surpassing those of peak wartime years have now been reached, with still further increases predicted for 1949. This, coupled with slight reductions of some commodity costs, places more money in the pockets of the American public than ever before, and it is logical to presume that this will result in greater patronage of vending machines in coming months. With the highest national income of all time, impulse purchases will climb.

Raw materials are now more available than at any time since pre-war, and altho steel is still tight it does not curb production to the extent it did several months ago. Hypoed production schedules, increased plant facilities and employee staffs serve as the best answer to "no material" comment. Ingredients for candy and soft

(See OPS, MFRS. on page 111)

Frozen Foods Seen as Major Vending Item

NEW YORK, Sept. 18.—Frozen foods as an important element in automatic merchandising took on new life this week with the report that more food packers are entering the field and that over 100,000 individual stores were expected to carry a full line of such foods by the end of this year. With the broader coverage of frozen food items, the general public can be expected to increase its demand for same to the extent that frozen food venders could soon constitute a sizable part of soft drink, ice cream and other type operations.

On the packer level newest addition to the frozen food ranks is Libby, McNeill & Libby. Firm is now going into full-scale production on a line of frozen fruits and vegetables. Another major packer, Swift & Company, expects to start national distribution on quick-frozen sandwich steaks and hamburgers by the end of this month, with more items due later.

Retail stores carrying frozen foods numbered 12,000 before 1947, rose to 60,000 last year, and if the current rate of expansion is continued should top the 100,000 mark by the end of December.

Biggest drawback to rapid advancement of the frozen food field during the past year was credited to the over-abundant food pack in 1946. However, according to George L. Mentley, general manager of sales and marketing for Birds Eye-Snider Division of General Foods Corporation, and other spokesmen in the field, the over-large pack which was a drug on the market thru the first half of this year, is about exhausted. The industry is now definitely on the upswing again.

Remaining items of the large 1946 pack are apricots and applesauce. As of August 1, frozen fruit stocks were about 110,000,000 pounds, or 15 per cent less than at same time last year.

NAMA Region 2 Syracuse Meet Attracts 115; Seedman Named Director, Vice-Prexy

Cig Price Hike, Profit Squeeze Confab Keynotes

SYRACUSE, Sept. 18.—Approximately 115 operators, manufacturers and suppliers of automatic merchandising equipment met at the Hotel Syracuse here Friday and Saturday (17-18) in the largest meeting yet held for the National Automatic Merchandising Association's Region 2.

For association members, the gathering had national significance since it was preceded by a board of directors' meeting at which George M. Seedman, the region's chairman, was elected a director and vice-president. Seedman was elected to fill the posts vacated by J. Sidney Jones, and he was likewise appointed to succeed Jones as general convention chairman of the association's 1948 convention and exhibition to be held at the Palmer House, Chicago, December 12-15.

In business sessions scheduled during the two-day meeting, industry members focused attention on the effects of the recent price increase in cigarettes and on the profit squeeze in candy operating. Informal discussions during recreation periods found operators comparing notes on these two major problems, asking questions and seeking conclusions.

At the directors' meeting, which preceded the regional session, NAMA executives heard Elmer Pierson, president, read a letter from J. Sydney Jones in which Jones asked to be relieved of his association offices. No formal explanation for Jones's action was contained in an official statement released by the board, but members generally understood that Jones, a partner in Paramount Distributing & Southern Vendors, of Texas, resigned to devote full time to reorganizing his business.

Directors also heard a report on 1948 convention space sales which already exceed the total of last year's exhibition. A membership drive, scheduled to get under way this fall, was also outlined, and Pierson appointed a nominating committee to present nominees for directors at the December annual meeting. On the committee are Tom Vaughn, New Orleans, chairman; E. F. Hinkle, Chicago, and Alex Izzard, Kansas City. Meantime, regional chairmen are being asked to serve as a group of advisors to the nominating committee.

Al Martin, Canteen Service, Inc., Schenectady, succeeded Seedman as chairman of Region 2 when the New York operators' meeting opened Friday morning.

At the opening business session, Earl R. Mason, of C. C. Bradley, introduced six representatives of operating and manufacturing companies who were asked to outline current and future activities in the fields they represent.

First speaker was Al Martin, who sketched the region's legislative work, concentrating primarily on the enabling act passed during the 1947 legislative session. He was followed by Larry Reiss, Statler Distributors, who outlined the growth of biscuit venders and their importance as complementary equipment with soft drink and candy machines. Reiss told the gathering that his company, exclusive vending machine distributors for the National Biscuit Company, now has operations in 112 areas.

Cup Potential Huge

I. H. Houston, president of Spacarb, Inc., gave the regional meeting a set of facts and figures and some illuminating comments on cup beverage vending. Houston frankly summarized the cup drink picture, pointing out its problems but reaffirming his belief that cup equipment will, in the long run, realize its tremendous potential. Houston prefaced his remarks on cup operating by saying that no one has all the answers to the problems the cup business currently faces. He said that these things are certain:

(See NAMA on page 131)

Change N. Y. Subway Op Plan

Multiple Firm Operation May Gain Approval

City Mulls Purchases

NEW YORK, Sept. 18.—The New York Board of Transportation which has permitted operators to place soft drink cup vending machines in subway stations on an experimental basis with the declared intention of eventually awarding an exclusive operating franchise to a single firm, disclosed this week that current studies, soon to be completed, may cause a reversal of this policy and throw the profitable underground locations open to a number of operating firms.

Most of the firms now participating in the experimental program, or who have approached the board for oper-

(See CHANGE N. Y. on page 106)

Next C-8 School In Philadelphia

NEW YORK, Sept. 18.—Following the successful completion of its initial service school sessions here, to acquaint operators of the C-Eight Electro cigarette machine with the vender's latest modifications, Lew Jaffa, Eastern Electric Vending Machine Corporation sales manager, announced that the next school will open in Philadephia Saturday (25). In continuous session for two days, the school will be held at the Bellevue Stratford Hotel.

The New York school, held at the Park Central Hotel last week-end, was attended by 110 operators and servicemen, said Jaffa. Earl Wooden, of C-Eight's engineering department, and Arthur Frates, serviceman, shared instructional duties, demonstrating features of the electric cigarette vender on a stripped unit as well as a model set to operate under location conditions.

Additional sessions of the school may soon be held in Pittsburgh, Jaffa stated.

Penny Postcard Vender Debuted By Shipman Co.

LOS ANGELES, Sept. 18.—The Shipman Manufacturing Company announced a new government penny postal card vender this week, priced at $37.50 in lots of 10, as a companion line for its regular stamp machines.

Cabinet has the appearance of the standard stamp vender, with addition of an oblong, inclined display panel above the machine proper, and which carries illustrations of product vended. Unit contains about 200 postcards, vending them at three for a nickel. Cards deliver at left side of cabinet via lever action; patron presses lever down and cards deliver on up stroke.

Vender base is 7½ inches wide, 5½ inches deep; cabinet is 16 inches high; card display frame measures 7 by 9¼ inches. Machine weighs approximately 15 pounds, and is available in silver gray hammertone baked enamel.

ABT Appoints Calif. Distrib

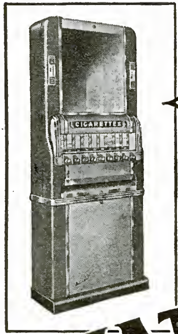
CHICAGO, Sept. 18.—ABT Manufacturing Corporation announced the appointment this week of R. B. Clapp Company, 314 Omar Avenue, Los Angeles, as distributor of its entire line of coin-controlled equipment, except vending machines, for Southern California.

ABT officials stated that increasing numbers of new manufacturers on the West Coast made the appointment necessary. Previously, the Clapp company had been the firm's manufacturer's representative for the West Coast area. Heading the new distributor is R. B. Clapp, with two sons, John and Roger. They will also handle coin-operated games for other manufacturers.

ABT stated that the appointment of a representative in San Francisco will follow shortly.

America's ONE and ONLY

MANUALLY-OPERATED CIGARETTE MERCHANDISER



with 5¢ 10¢ 25¢

MULTIPLE-COIN OPERATION!

...*with* **NICKEL CHANGE-MAKER** *available!*

with **ADJUSTMENTS FOR**

PRICE CHANGES

AT NO COST TO YOU!

and requiring

NO NEW PARTS!

The NATIONAL 9M

Now Available!

25¢ COIN MECHANISMS

Silver Quarter Operation for 7 and 9-Column Pre-War National Merchandiser *(Complete with Slug Rejector)*

Only $12.00

Genuine NATIONAL Parts to meet the Operator's changing needs.

It costs you nothing ... requires no investment in parts ... to adjust the NATIONAL 9M to price changes. It's done in a jiffy! *ALL* NATIONAL Merchandisers built since the war operate on nickels, dimes, quarters ... are designed for profitable operation *today* and *tomorrow*. NATIONAL also leads the field in Electrically-operated Conventional-Type Cigarette Merchandisers ... in Electrically-Operated Console-Type Merchandisers for Cigarettes, Candy and other merchandise. For quality, performance and adaptability to changing conditions ... there is no match for NATIONAL.

NATIONAL VENDORS·INC

5055 NATURAL BRIDGE • ST. LOUIS 15, MO.

SUCCESS ON PART TIME

This druggist-operator has built his vender routes slowly on spare time. His business is typical of the thousands of part-timers.

By FRED AMANN

IF THE diversified route built up during the past five years by B. O. Sandvig, a Summit, Ill., druggist, can be taken as a gauge of the off-hour returns which can be realized with a part-time vending machine operation, that field is still a fertile one which can be harvested by any average and capable man whether he be a butcher, a baker, or more appropriately in this instance, a pharmacist.

That fact becomes increasingly important these days when many people are seeking ways and means to supplement their regular incomes.

In druggist Sandvig's words: "Anyone who uses a common-sense application of common-sense business rules can hope to make a part-time operation pay a profit."

Sandvig started out in 1943 with a few penny weighing scales. Today he has four other types of vending machines on location—42 penny ball gum and peanut machines, several dozen stamp venders, eight candy bar machines, and 40 scales.

Eight Hours Weekly

To keep his 100-machine operation running smoothly and efficiently, Sandvig estimates he spends an average of eight hours each week making the rounds of his stops. He uses his free morning hours to visit his locations, driving the family car on those rounds. As soon as he is satisfied that his route is in the condition it should be, he slips into his white jacket and is ready for a day and an evening filling prescriptions and making sales in the Summit store which he owns.

Because Sandvig's time must be carefully watched if he is going to work his way thru a crowded day's schedule, this part-time operator is constantly figuring ways and means of increasing route efficiency and at the same time decreasing the hours actually spent on the route.

A big time-saver Sandvig uses on his routes concerns collecting from the machines, counting and paying commissions. Instead of doing this chore each time he fills his machines, Sandvig stops to collect and pay commissions on every second visit, altho he cleans and refill his venders on his biweekly, weekly and twice-weekly calls.

Least Time on Scales

Of all the machines he has on his route, Sandvig spends the least time servicing his weighing scales. These require only widely spaced visits—he covers each of his 40 scales three times a year, at four-month intervals, unless a special service call from the location makes in-between visits necessary.

Because time is of the essence, Sandvig neither counts his receipts on or off location—in fact, he doesn't count at all. Instead, he carries a small coin-weighing scale in his car and on this he weighs the total gross from each machine. The weighing is always done in the presence of the location owner or manager.

After noting the weight, Sandvig replaces a sufficient portion to meet the commission. For example, he pays his peanut and ball gum stops a 25 per cent commission. When he empties these machines, he weighs the total. Then he removes all of the coins, replacing them on the scale until the scale registers one-quarter of the total—and that is the location's percentage.

More Stops Possible

Varying thicknesses of coins keep this practice from being absolutely accurate, but in the long run Sandvig figures his losses are relatively small. Compared to the time saved, the weighing practice actually means more net profit since Sandvig can handle many more stops this way than if he had to stop at each one to do his counting.

Still another time and overhead saver is Sandvig's rule to keep all of his locations within as small an area as possible. There are some instances, of course, where this rule cannot be too closely followed—as in the case of three stops which are outside the 10-mile limit Sandvig has arbitrarily set for himself. But these three stops are part of a chain of dime stores in which this part-timer has placed both bulk venders and penny scales.

In this instance, the dime store management suggested that they wanted a single operating company to service all of their stores. Rather than run the risk of losing these stores which were well inside his 10-mile limit, Sandvig agreed to place equipment in the three outlying locations. It is doubtful, however, that Sandvig will attempt to tackle other locations outside his present limits unless he decides that he wants to expand his business into a full-time operation, which is not an unlikely possibility in the future.

No Candy Commission

All eight of Sandvig's candy bar vending machines are in industrial plants, and all eight have companion peanut machines attached to their cabinets. An unusual aspect of his industrial operation is the fact that Sandvig pays these locations no commission.

Because the costs of running a candy bar operation have soared to a dangerous level, Sandvig explained to his industrial stops that he faced the choice either of removing the eight machines or of eliminating the commission. After his predicament had been carefully explained and backed up with facts and figures, the industrial plants agreed that it was impossible for Sandvig to operate at a profit and pay commissions on his candy sales.

As part of his persuasive argument in this respect, Sandvig pointed out that he was selling a 6-cent commodity for a nickel. Bottle drink venders, operated by Coca-Cola in the same plants, do pay a commission; but plant management, confident that Sandvig is not able to pay commissions, goes along.

For Sandvig, the bulk machines have assumed increasing importance because they offer an opportunity to control supply costs—something that can't be done with the nickel machines.

When the price of peanuts goes up, Sandvig is able to adjust his portions accordingly. Currently, the average penny's worth on this part-time route is 12 nuts, altho Sandvig has some non-transient locations operating at 14 nuts to build his repeat business. But whenever he makes a change in portions—either upward or downward—he makes it a point to tell the location manager what has been done and why it has been done.

Earning Requirements

To be an "earning" machine on his route, Sandvig figures each bulk vender must take in a gross of $4 per week; stamp venders should return a minimum profit of 50 cents per week (60 cents is average, however) to be classed as a paying investment.

Other than refilling with merchandise and making minor repairs such as replacing delivery knobs, Sandvig turns to his distributor when he has mechanical problems. The distributor (R. H. Adair in Oak Park) has a modern repair shop where cleaning and rebuilding is done for a nominal fee.

"I make it a practice never to do even the most minor repair work on location," Sandvig says. He thinks that to do so is bad business, public relations-wise. On such repairs as he effects himself (replacing damaged levers and knobs) he first removes the machine from location, replacing it with a spare kept for that purpose.

Scales are Sandvig's easiest servicing job. He visits each three times yearly.

At two-month intervals, Sandvig schedules a thoro scrub-up of each piece of equipment. At that time, units are removed from their stops systematically and taken to the distributor's workshop. Reserve units are placed on location meantime.

Simple Records

Bookkeeping on Sandvig's part-time route is a comparativey simple process and must be kept that way if the time spent on the route is to be kept under control. At the same time, however, Sandvig realizes that he has to have complete records even tho they need not be complicated.

Backbone of his bookkeeping system are a number of three-by-five cards on which Sandvig places the location name, record of machine placed, dates on which machine was filled, collections, repairs, cleaning, etc. The cards are filed alphabetically according to the location's name.

What's the most exacting job the newcomer to part-time vending faces? is a question this druggist-operator is frequently asked.

Dipping back into his own experience, Sandvig claims selling the location is the major hurdle the newcomer must overcome. In his early days, Sandvig found that locations, approached about the possibility of installing a vending machine, usually felt they lacked the necessary space.

Faced with that argument time after time, Sandvig came up with his own selling arguments to demonstrate that his vending machines can be installed in space which is now going

(See SUCCESS on page 113)

Altho he now has a diversified route, Sandvig looks forward eventually to a full-time operation which will concentrate primarily on weighing scales and stamp vending units.

New LION "1400"

WORLD'S FINEST CUP-DRINK VENDOR

LARGEST CAPACITY

VENDS 1400 DRINKS

PER SERVICE OF SYRUP AND CUPS

SMALL SPACE

ONLY 30 IN. WIDE, 24 IN. DEEP

FAST OPERATION

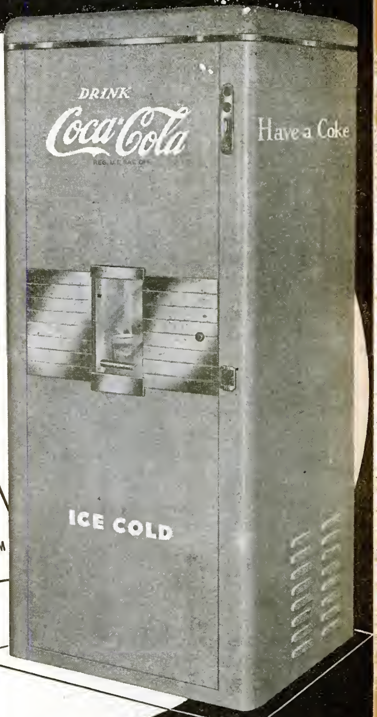
VENDS DRINK IN 5 SECONDS

EACH DRINK FRESHLY PREPARED
PERFECTLY BLENDED, UNIFORMLY COLD

EQUIPPED WITH CHEAT-PROOF

COIN-CHANGER

OR STRAIGHT NICKEL OR DIME MECHANISM



The New Lion "1400" cup-drink vendor embodies a host of exclusive deluxe features not found in other cup vendors. Operators enthusiastically praise its efficiency and performance. They like the way it stays in continuous operation . . . the minimum amount of service required . . . best of all, the *big profits* it brings them. You'll like it too for the same reasons. Write for descriptive literature today.

MODELS AVAILABLE TO VEND
6-OZ., 8-OZ., 9-OZ. DRINKS

Lymo INDUSTRIES, INC., **Exclusive Factory Distributors**
281 Merchandise Mart, Chicago 54, Illinois
Manufactured by Lion Manufacturing Corporation, Chicago 18, Illinois

POPCORN — STEADY PROFIT MAKER

By H. F. REVES

Drawing on years of experience in the popcorn field, this feature analyzes qualities that will determine success.

POPCORN is probably America's longest established standard confection. Sold for decades on street corners, in amusement parks, stores and theaters, or from itinerant wagons, its wide popularity has been amply demonstrated. But not until the past three years has popcorn become an important factor in the automatic merchandising business despite the fact that automatic popcorn dispensers go back well before the war.

Before the war manufacturers of popcorn venders concentrated chiefly on fully automatic equipment. But the mechanical difficulties they encountered made popcorn vending's growth slow. Unquestionably the biggest impetus given the popcorn field was the post-war introduction of pre-pop machines, made possible and practical by virtue of the research work done to improve popcorn's keeping qualities.

Today, then, there are two general types of popcorn venders: the fully automatic machine which pops the corn on the spot, and the pre-pop variety which vends popcorn popped in a central plant. Of the two, the pre-pop machine far outnumbers the automatic, altho both have their proponents.

Both Have Advantages

The fully automatic machine, of course, requires a minimum of attention and the corn is assuredly popped fresh and hot before the customer's eyes. Offsetting these advantages, however, are the high initial investment and the need for more frequent mechanical attention because of the more complicated mechanism.

Pre-pop venders eliminate two factors that make popcorn objectionable in many types of locations—the fire hazard likely to accompany on-location popping and the odor. It is true that fresh-popped corn is appetizing to most people and therefore helps to sell the product, but in time that odor may have the reverse effect.

When it comes to competition with the manual packaged sale of pre-popped corn on location, the machine has some obvious advantages, aptly summed up by Victor De Schryver, manager of the Marquette Music Company, who is rated by competitors and suppliers alike as one of the best informed men in the popcorn field in the Detroit area:

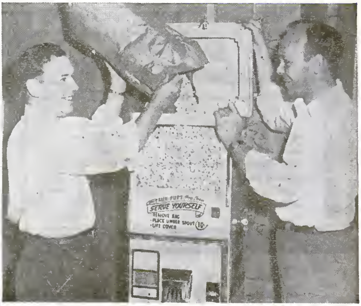
"The popcorn machine should be thought of as nothing more than a glamorized package for popcorn. The average location, particularly in a tavern, has always sold popcorn put up in bags, on a rack, placed on the back bar or elsewhere.

Spotlights Attention

"But the machine takes that same package, blows it up to giant eye-catching size, illuminates it to spotlight attention, adds the important element of heat and gives the customer a product that he is assured is fresh every time. The top, with full visibility thru the use of glass or plexiglas, serves as a display window and demands attention. It shows the customer what he is getting, has the advantage of mass display and does an important missionary job of suggestive selling every time it catches the customer's eye."

Probably the most important decision the operator has to make in conducting his business is whether

(See POPCORN STEADY, page 112)



Of the two types of popcorn venders—fully automatic and pre-pop—the pre-pop unit (one model is shown above) is most numerous. Both have advantages and disadvantages.

NOW AVAILABLE... THE NEW IMPROVED HAMILTON SCALE

New improved Hamilton Scales meet the requirements of all state departments of weights and measures. They're more attractive than ever before with cast aluminum step plate and colored columns. (Chromium head optional.) Improvements in the weighing mechanism provide greater accuracy and longer wear. Coins cannot possibly miss the cash box. These and many more improvements make Hamilton Scales as rugged and accurate as any scale at any price. Order today!

HAMILTON SCALE COMPANY
214 Oliver Street Toledo, Ohio

HAMILTON SCALES

now delivering
THE DuGRENIER
Candy Man

5¢ CANDY BAR MACHINE

It's the same CANDY MAN that proved itself during the war—and the CANDY MAN you've demanded ever since. We're now in full production and are delivering daily.

Remember, the CANDY MAN is compact, requires a minimum of space, gives the maximum service and satisfaction, displays and vends 12 varieties of candy and has a capacity of 72 bars.

Write — Wire — Phone Your Orders. Descriptive Literature Available.

$89.50
Stand $12.50 extra

A few territories open for exclusive distribution—write.

We have a complete stock of parts for all DuGrenier Cigarette, Candy and Gum Machines! Also a complete line of Silver Quarter Conversions.

ARTHUR H. DuGRENIER, INC.
BLANCHE BOUCHARD — FRANK DuGRENIER
15 Hale Street, Haverhill, Mass.
Phone: Haverhill 4252

A SPECIAL MESSAGE TO THE
1367* OPERATORS
WHO PLAN TO ADD CUP VENDERS TO THEIR OPERATION

The Machine with a FUTURE...

...IS HEADING YOUR WAY

ALL STAR PERFORMER!

Formerly ~~$960~~

The New Mills 400-C
AUTOMATIC FOUNTAIN

NOW ONLY **$800**

Still lower prices in quantities—with SPECIAL PRICE PLAN for both new and existing Mills 400-C Automatic Fountain Operators.

NOW ONLY $800 COMPLETE WITH CHANGE MAKER AND NEW IMPROVED CARBONATOR. IMMEDIATE DELIVERY.

It's no secret that the high cost of equipment in cup-vending has prevented many established operators from entering the field. But here's good news that's heading cup vending profits your way. Yes, the lowest priced, mechanically perfect, automatic cup vender is now STILL LOWER IN PRICE—the New Mills 400-C Automatic Fountain is now priced within reach of all operators.

Here's what you get: the most efficient of all beverage dispensers; a compact, space-saving cup-vender complete with change maker; a new improved carbonator; and, yes, immediate delivery, too! All these are yours—plus the opportunity to latch onto those top, round-the-clock, money-making theatre, factory, transportation terminal, department store, super-market and amusement park locations in your area with the New Mills 400-C Automatic Fountain.

Simple and rapid in operation, handsome in appearance, compact and streamlined — and over 1500 Mills Automatic Fountains already on location throughout the country proving the vastly superior servicing and mechanical features, the profit potential waiting for you!

And back of it all is the famous Mills name, famous in the field of manufacturing and engineering for over 58 years and leaders in automatic machines.

Call your Automatic Syrup representative for immediate delivery on the Mills 400-C Automatic Fountain. Call today, or write direct to Automatic Syrup Corp., 60 Wall Street, New York 5, New York.

**Based on the results of a 1948 survey conducted by Vend (The Magazine of Automatic Merchandising) among 8180 top, full-time operators in both vending and non-vending classifications.*

NATIONAL DISTRIBUTORS **AUTOMATIC SYRUP CORP.** 60 WALL STREET NEW YORK 5, N.Y.

Directory of Distributors

(Continued from page 95)

BRIDGEPORT, Conn.—Crystal Amusement Co., 1360 Main St.
J. V. Fitzpatrick, 461 E. Main St.
BUFFALO—Alfred Sales Co., Inc., 1006 Main St.
CHICAGO—Atlas Novelty Co., 2200 N. Western Ave.
Automatic Coin Machine & Supply Co., 4136 Armitage Ave.
Empire Coin Machine Co., 1014 Milwaukee Ave.
Monarch Coin Machine Co., 1645 N. Fairfield Ave.
National Coin Machine Co., Diversey Blvd.
World Wide Distributing Co., 2330 N. Western Ave.
CINCINNATI—Sicking, Inc., 1401 Central Pky.
T. & L. Distributing Co., 1321 Central Pky.
United Distributing Co., 1412 Central Pky.
CLEVELAND—Cleveland Coin Machine Co., 2021 Prospect Ave.
COLUMBUS, O.—Central Ohio Coin Machine Co., 189 E. Town St.
Shaffer Music Co., 606 S. High St.
COOKEVILLE, Tenn.—F. & W. Amusement Co., 34 N. Cedar St.
DALLAS—Walbox Sales Co., 3909 Main St.
DENVER—Blackwell Distributing Co., 585 Milwaukee St.
Denver Distributing Co., 1856 Arephoe St.
Wolf Sales Co., 1932 Broadway.
DES MOINES—Atlas Novelty Co., 221 9th St.
Sandler Distributing Co., 110 11th St.
DETROIT—Robinson Distributing Co., 7625 W. Grand Ave.
EVANSVILLE, Ind.—Automatic Amusement Co., 1000 Pennsylvania Ave.
FALL RIVER, Mass.—Lavoie & Hillman, 2 E. Main St.
HARTFORD Conn.—General Amusement Games, 187 Park Ave.
Novelty Amusement Co., 999 Main St.
Reliable Coin Machine Co., 192 Windsor St.
HOUSTON—Coin Machine Sales Co., 3804 Travis St.
INDIANAPOLIS—Sicking Co., 927 Fort Wayne Ave.
JACKSONVILLE—Bush Distributing Co., 508 Dellwood.
JOHNSON CITY, Tenn.—Coin Automatic Music Co., 241 W. Main St.
KANSAS CITY, Mo.—United Amusement Co., 3410 Main St.
LEXINGTON, Ky.—Sterling Novelty Co., 669 S. Broadway.
LOS ANGELES—Badger Sales Co., 1612 Pico St., W.
Irving Bromberg Co., 1349 W. Washington Blvd.
General Music Co., 2277 W. Pico St.
Gold Coast Distributing Co., 2846 W. Pico St.
Paul A. Laymon, 1503 W. Pico St.
C. A. Robinson & Co., 2301 W. Pico St.
Phil Robinson, 607¾ Kelton Ave.
Sicking Co., 2833 W. Pico St.
LOUISVILLE—Co-Operative Distributing Co., 234 W. Jefferson St.
Ohio Specialty Co., 539 S. Second St.
MEMPHIS—Southern Amusement Co., 628 Madison Ave.
MIAMI—Bush Distributing Co., 286 N. W. 29th St.
MILWAUKEE—S. L. London Music Co., 3130 W. Lisbon Ave.
MINNEAPOLIS—Hy-G Music Co., 257 Plymouth Ave., N.
MONTGOMERY, Ala.—Franco Distributing Co., 24 N. Perry.
MONTREAL—Roxy Specialty Co., 703 Notre Dame, W.
NASHVILLE—Automatic Sales Co., 321 Broad St.
Payne Distributing Co., 312 Broadway.
NEWARK, N. J.—Active Amusement Machine Co., 98 Clinton Ave.
R. & Y. Novelty Co., 131 Clinton Ave.
NEW HAVEN, Conn.—Fitzgerald Sales, 107 Meadows St.
NEW ORLEANS—Dixie Coin Machine Co., 910 Poydras St.
New Orleans Novelty Co. 116 Magazine St.
NEW YORK—Albert Simon, Inc., 501 W. 42nd St.
OAKLAND, Calif.—Golden Gate Novelty Co., 2561 San Pablo Ave.
OKLAHOMA CITY—Rice Music Co., 209 S. Hudson.
OMAHA—H. Z. Vending Co., 1205 Douglas St.
PHILADELPHIA—Active Amusement Machine Co., 666 N. Broad St.
General Coin Machine Co., 227 N. 10th St.
K. C. Novelty Co., 419 Market St.
Lehigh Specialty Co., 1407 W. Montgomery.
Philadelphia Coin Machine Co., 844 N. Broad St.
David Rosen, Inc., 855 N. Broad St.
PHOENIX, Ariz.—Garrison Sales Co., 1000 W. Washington Blvd.
Wolf Sales Co., 626 W. Washington Blvd.
PITTSBURGH—Ace Automatic Distributing Co., 1703 Fifth Ave.
American Coinamatic Machine, 1437 Fifth Ave.
American Distributors, 1349 Fifth Ave.
Atlas Novelty Co., 2217 Fifth Ave.
Banner Specialty Co., 1508 Fifth Ave.
Coin Machine Distributing Co., 500 N. Craig St.
Mechanics Service, 2124 Fifth Ave.
Pittsburgh Coin Machine Exchange, 2203 Fifth Ave.
PORTLAND, Me.—Main Automatic Music Co., 33 Exchange.
PORTLAND, Ore.—Western Distributing Co., 1121 S. Main St.
ROANOKE, Va.—Roanoke Vending Machine Co., 13 S. Jefferson St.
ROCHESTER, N. Y.—Eastern Sales Co., 1824 Main St., E.
Kertman Sales Corp., 573 Clinton Ave., N.
ROCKFORD, Ill.—Dudley Sales Co., 303 Seventh St.
ST. LOUIS—Universal Distributing Co., 210 N. Ewing St.
SAN FRANCISCO - M. A. Pollard Co., 725 Larkin St.
SCRANTON, Pa.—Basch Novelty Co., 136 Franklin Ave.
Sterling Service Co., 109 Franklin Ave.
SYRACUSE—Rex Coin Machine Co., 821 S. Saline St.
UTICA, N. Y.—Hanna Distributing Co., 217 Elizabeth St.
WASHINGTON—Marlin Amusement Corp., 412 Ninth St., N.W.
Silent Sales Corp., 635 D St.
WICHITA, Kan.—United Distributors, 513 E. Central.
WILKES-BARRE, Pa.—Roth Novelty Co., 54 Penn. Ave.
WILLIAMSPORT, Pa.—Williamsport Amusement Co., 323 Hepburn St.
WINDSOR, Ont.—Gilboe Fielding Co., 4000 Dougal Ave.
YOUNGSTOWN, O.—J. M. Novelty Co., 17 N. Schenley Ave.

Coradio, Inc.

212 Broadway, New York

BALTIMORE—Beste Engineering Service, 3301 Rosalie Ave.
BOSTON—Klapper Distributing Co., 1204 Tremont St.
BUFFALO—Hescor Corp., 1371 Main St.
DENVER—Superior Distributing Co., 11716 W. Colfax Ave.
DETROIT—Wittick Sales Co., 18445 Fairfield Dr.
EAU CLAIRE, Wis.—Tri-State Distributors, 540 Maxon St.
HATTIESBURG, Miss.—H. E. Beard, 116 Kimball Ave.
HAVANA - Radio-Metros, Ave. de los Presidentes No. 407 Vedado.
KALISPELL, Mont.—K. & I. Music, 161 Fourth Ave., N. W.
LOUISVILLE—C. Buchanan Sales Co., 207 Iroquois Ave.
MARTINSBURG, W. Va.—H. N. Clarke, Chamber of Commerce.
MOULTRIEVILLE, S. C.—C. B. Hewitt, P. O. Box 61.
NEWCASTLE, Del.—J. L. Ginocchio, Box 286.
NEW ORLEANS—J. F. Broxson, 1930 Moss St.
NORTH HOLLYWOOD, Calif.—Gold Enterprises, 4455 Radford Ave.
OGALLALA, Neb.—A. W. Blomenkamp, 817 W. Second.
OGDEN, Utah—C. E. Stone, 1261 26th St.
ROANOKE, Va.—Roanoke Vending Machine Exchange, Inc.
ST. LOUIS—Lionel Radio Service, 3469 S. Grand Blvd..
WICHITA, Kan.—Lewis & Burtt, 442 N. Seneca

Eastern Electric Vending Machine Corp.

1775 Broadway, New York City

BOSTON—Travers & Co., 7 Water St.
DALLAS 1—S. H. Lynch & Co., 2101-03 Pacific Ave.
HOLLYWOOD—Weymouth Service Co., 4955 Santa Monica Blvd.
HOUSTON—S. H. Lynch & Co., 910 Calhoun St.
MEMPHIS—S. H. Lynch & Co., 1049 Union Ave.
UNIVERSITY CITY, Mo.—Al Price Tobacco Co., 6655 Olive Rd.

(See Directory on page 104)

Biggest Profits!
with

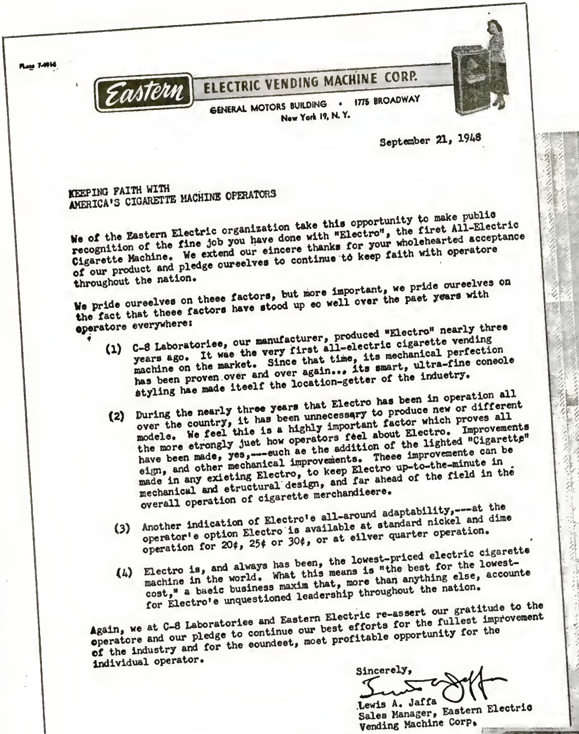
'POP' CORN SEZ AUTOMATIC POPCORN VENDORS

'Pop' Corn Sez Automatic Popcorn Vendors . . . the profit-proved fully automatic popcorn vendors. There's no guesswork with 'Pop' Corn Sez Vendors—over 30,000 machines on location—90% of all popcorn vendors sold since 1941—are 'Pop' Corn Sez. No attendant necessary, attractive, trouble-free . . . unlimited supply of always fresh, uniformly perfect 'Pop' Corn Sez pre-popped corn. Write, wire or phone today for complete information.

Auto-Vend, inc.
FORMERLY T. & C. CO.
3612 CEDAR SPRINGS
DALLAS 4, TEXAS

Operators:
Over 50% net profit.

Distributors:
A few choice territories now open for exclusive franchise.



Plaza 7-4914

Eastern ELECTRIC VENDING MACHINE CORP.
GENERAL MOTORS BUILDING • 1775 BROADWAY
New York 19, N. Y.

September 21, 1948

KEEPING FAITH WITH
AMERICA'S CIGARETTE MACHINE OPERATORS

We of the Eastern Electric organization take this opportunity to make public recognition of the fine job you have done with "Electro", the first All-Electric Cigarette Machine. We extend our sincere thanks for your wholehearted acceptance of our product and pledge ourselves to continue to keep faith with operators throughout the nation.

We pride ourselves on these factors, but more important, we pride ourselves on the fact that these factors have stood up so well over the past years with operators everywhere:

(1) C-8 Laboratories, our manufacturer, produced "Electro" nearly three years ago. It was the very first all-electric cigarette vending machine on the market. Since that time, its mechanical perfection has been proven over and over again... its smart, ultra-fine console styling has made itself the location-getter of the industry.

(2) During the nearly three years that Electro has been in operation all over the country, it has been unnecessary to produce new or different models. We feel this is a highly important factor which proves all the more strongly just how operators feel about Electro. Improvements have been made, yes,---such as the addition of the lighted "Cigarette" sign, and other mechanical improvements. These improvements can be made in any existing Electro, to keep Electro up-to-the-minute in mechanical and structural design, and far ahead of the field in the overall operation of cigarette merchandisers.

(3) Another indication of Electro's all-around adaptability,---at the operator's option Electro is available at standard nickel and dime operation for 20¢, 25¢ or 30¢, or at silver quarter operation.

(4) Electro is, and always has been, the lowest-priced electric cigarette machine in the world. What this means is "the best for the lowest-cost," a basic business maxim that, more than anything else, accounts for Electro's unquestioned leadership throughout the nation.

Again, we at C-8 Laboratories and Eastern Electric re-assert our gratitude to the operators and our pledge to continue our best efforts for the fullest improvement of the industry and for the soundest, most profitable opportunity for the individual operator.

Sincerely,

Lewis A. Jaffa
Sales Manager, Eastern Electric
Vending Machine Corp.

EASTERN ELECTRIC VENDING MACHINE CORP.

GENERAL MOTORS BUILDING NEW YORK 19, N. Y.

A PRODUCT OF C-8 LABORATORIES

. . . ELECTRO SELLS MORE CIGARETTES . . . ELECTRO SELLS MORE

Directory of Distributors

(Continued from page 102)

H. C. Evans & Co.

1528 W. Adams St., Chicago

BALTIMORE—Waldrop Distributing Co., 1726 N. Charles St.
BILOXI, Miss.—United Novelty Co., 111 W. Division St.
BROOKLYN—Brooklyn Amusement Machine Co., 660 Broadway.
CINCINNATI—Sicking, Inc., 1401 Central Pky.
CLIFFSIDE PARK 9, N. J.—Palisade Specialties Co., 498 Anderson Ave.
DENVER—Modern Distributing Co., 1810 Welton St.
EVANSVILLE 10, Ind.—Automatic Amusement Co., 1000 Pennsylvania St.
FAYETTEVILLE, N. C.—Vending Machine Co., 205 Franklin St.
GALVESTON, Tex.—Island Distributing Co., 2503 39th St.
KANSAS CITY 8, Mo.—Consolidated Distributing Co., 1910 Grand Ave.
LOS ANGELES—Pacific Coast Distributors, 1347 W. Washington Blvd.
MACON, Ga.—Heeth Distributing Co., 217 Third St.
MEMPHIS—C. & P. Sales Co., 407 Madison Ave.
MIAMI—Christopher-Luker Co., 763 S.W. Eighth St.
MONTGOMERY, Ala.—Franco Distributing Co., 24 N. Perry St.
NASHVILLE—Frank Swarts Sales Co., 515-A Fourth Ave., S.
NEW ORLEANS—Dixie Coin Machine Co., 910-912 Poydras St.
PHILADELPHIA—Scott-Crosse Co., 1423-25 Spring Garden St.
PORTLAND, Ore.—Rovert C. Maloy, 7325 S.E. 22nd St.
PORTSMOUTH, Va.—O'Connor Vending Machine Co., 624 Crawford St.
READING, Pa.—Reading Novelty Co., 117 Penn. St.
RICHMOND, Va.—O'Connor Vending Co., 2316 W. Main St.
ROCHESTER 9, N. Y.—Eastern Sales Co., 1824 Main St., E.
SACRAMENTO, Calif.—Williamson Distributing Co., 1615 K St.
ST. PAUL—Automatic Games Supply Co., 602 University Ave.
SALT LAKE CITY—Stewart Novelty Co., 1361 S. Main St.
SAN FRANCISCO—M. A. Pollard Co., 725 Larking St.
WICHITA, Kan.—United Distributors, 513 E. Central.

D. Gottlieb & Co.

1140 N. Kostner, Chicago

BALTIMORE 1—General Vending Sales Corp., 245 W. Biddle St.
BIRMINGHAM 3—Birmingham Vending Co., 2117 Third Ave., N.
BOSTON 18—Trimount Coin Machine Co., 40 Waltham St.
CHICAGO 22—Empire Coin Machine Exchange, 1014 Milwaukee Ave.
CHICAGO 14—National Coin Machine Exchange, 1411 W. Diversey Pky.
CINCINNATI 2—Southern Automatic Music Co., 228 W. Seventh St.
COLUMBUS 15—Shaffer Music Co., 606 S. High St.
DALLAS 1—American Distributing Co., 2034 Commerce St.
DAYTON 3—Southern Automatic Music Co., 603 Linden Ave.
DENVER 2—Modern Distributing Co., 1610 Welton St.
DETROIT—Robinson Sales Co., 7525 Grand River Ave.
FORT WAYNE, Ind.—Southern Automatic Music Co., 1329 S. Calhoun St.
HARTFORD 5, Conn.—Seeboard Connecticut Corp., 1625 Main St.
HOUSTON 6—R. Warncke Co., 1217 Taft St.
INDIANAPOLIS 4—Southern Automatic Music Co., 325 Illinois St.
KANSAS CITY, Mo.—W. B. Music Co., 1516 McGee St.
LOS ANGELES 6—Gold Coast Coin Machine Exchange, 2844 W. Pico Blvd.
LOUISVILLE 2—Southern Automatic Music Co., 624 S. Third St.
OMAHA 2—Heath Distributing Co., 217 Third St.
MEMPHIS 7—Southern Amusement Co., 628 Madison Ave.
MIAMI 36—All Coin Amusements Co., 1373 N. Beyshore Dr.
NEWARK 5—Active Amusement Machines Co., 96 Clinton Ave.
NEW ORLEANS 13—Dixie Coin Machine Co., 912 Poydres St.
NEW ORLEANS 12—New Orleans Novelty Co., 115 Magazine St.
NEW YORK 19—Seaboard New York Corp., 540-550 W. 58th St.
OMAHA 2—H. Z. Vending & Sales Co., 1205 Douglas St.
PHILADELPHIA 30—Active Amusement Machines Co., 666 N. Broad St.
PITTSBURGH 19—B. D. Lazar Co., 1635 Fifth Ave.
PORTLAND 5, Ore.—Western Distributors, Inc., 1226 S.W. 16th Ave.
ST. LOUIS 3—Olive Novelty Co., 2625 Lucas Ave.
SAN ANTONIO 5—R. Warncke Co., 121 Nevarro Ave.
SAN FRANCISCO 3—Advance Automatic Sales Co., 1350 Howard St.
SCRANTON 9—Active Amusement Machines Co., 1120 Wyoming Ave.
SEATTLE 1—Western Distributors, Inc., 3126 Elliott Ave.
SYRACUSE 3—Rex Coin Machine Distributing Corp., 821 S. Salina St.
TULSA 3, Okla.—Cliff Wilson Distributing Co., 1121 S. Main St.

O. D. Jennings & Co.

4307-39 W. Lake St., Chicago

ANCON, Canal Zone—Irving Solovey, Box 2067.
ATLANTA—Leo Beify, Box 790.
BALTIMORE—General Vending Sales Corp., 245 W. Biddle St.
BARRINGTON, Ill.—Frithiof Burgeson.
BATESVILLE, Ind.—Club Distributing, Inc., N. Park Ave.
BIRMINGHAM — Birmingham Vending Co., 2117 Third Ave., N.
Franco Distributing Co., 1707 Third Ave., N.
BOISE, Idaho—S. & W. Sales, 1110 Main St.
CHARLESTON, W. Va.—Shaffer Music Co., 1619 W. Washington St.
CINCINNATI—Esquire Distributing Co., 3418 Harrison Ave.
T. & L. Distributing Co., 1321-23 Central Parkway.
CHICAGO—Fred Andersen, 2352 E. 70th St.
Atlas Novelty Co., 2200 N. Western Ave.
COLUMBUS, O.—Garfield Novelty Co., 1154 Parsons Ave.
DALLAS—C. W. Weaver, 6108 Goliad.
DENVER—R. F. Jones Co., 1454 Welton St.
EAST LANSING, Mich.—Alfred Gamble, Grand River at Saginaw.
EASTON, Penn.—Skill Amusement Co., 661 Northampton St.
ELDORADO, Kan.—Graham & Hall, 1321 W. Central.
EL PASO, Tex.—Reichel Distributing Co., 1212 N. Copia.
FORT WAYNE, Ind.—Lee Sales Co., 1818 S. Lafayette St.
GRAND ISLAND, Neb.—J. J. Kellogg, Loehler Hotel.
HARRISBURG, Pa.—Sam Spurrier, 618 Hamilton St.
HOLLYWOOD, Fla.—Florida Amusement Co., 2019 Hollywood Blvd.
HOUSTON—W. B. Williams, 1711 Leeland.
KANSAS CITY, Mo.—Consolidated Distributing Co., 1910 Grand Ave.
KNOXVILLE—F. & W. Distributing Co., 309 N. Gay St.
LOS ANGELES—C. A. Robinson & Co., 2301 W. Pico Blvd.
LOUISVILLE—H. M. Branson Distributing Co., 514-18 S. Second St.
Ohio Specialty Co., 539 S. Second St.
MACON, Ga—Heath Distributing Co., 217 Third St.
MANILA, Philippines—Philippine Amusement Enterprises, Co. Taft & San Andres Rotonda.
MEADVILLE, Pa.—J. J. Berchtold, 226 Chestnut St.
MEMPHIS—C. & P. Sales Co., 407 Madison Ave.
S. & M. Sales Co., Inc., 1074 Union Ave.
MIAMI—Dixie Music Co., 701 N. Miami Ave.
MINNEAPOLIS—P. L. Burgeson, 3504 E. 50th St.
MONROE, La.—W. S. Hancock, 1006 N. Second St.
MONTGOMERY, Ala.—Franco Distributing Co., 24 N. Perry St.
NASHVILLE—Automatic Sales Co., 421 Broad St., N.
Rock City Amusement Co., 125 6th Ave., N.
NEW ORLEANS—Crown Novelty Co., 920 Howard St.
J. H. Peres Distributing Co., 922 Poydras St.
OMAHA—H. Z. Vending & Sales Co., 1205-07 Douglas St.
ORLANDO, Fla.—Southern Music Distributing Co., 503 W. Central Ave.
PHOENIX, Ariz.—Garrison Sales Co., 1000 Washington St.
PITTSBURGH—S. & L. Sales Co., 2124 Fifth Ave.
PORTLAND, Ore.—Western Distributors, 1226 S. W. 16th St.
READING, Pa. — W. W. Heist, 1023 Greenwich St.
RENO, Nev.—Licoln Fitzgerald, 224 N. Virginia St.
ST. LOUIS—J. Rosenfeld Co., 3216 Olive St.
SALT LAKE CITY—R. F. Jones Co., 127 E. Second S.
SAN FRANCISCO—Advance Automatic Sales Co., 1350 Howard St.
SEATTLE—Western Distributors, 6126 Elliott Ave.
SOUTH BEND, Ind.—Frank Kolar, 1606 Elwood Ave.
SPOKANE—A. C. Rud Co., N. 12 Benard St.
SPRINGFIELD, Mass.—Automatic Coin Machine Corp., 338 Chestnut St.
SYRACUSE, N. Y.—Rex Coin Machine Distributing Co., 821 S. Salina St.
TOLEDO—Paplay Sales Co., 129 Maumee Ave.
WARREN, O.—Apex Merchandising Co., 243 S. E. Kenilworth Ave.
WHEELING, W. Va.—Shaffer Music Co., 2129 Main St.
WILKES-BARRE, Pa.—Roth Novelty Co., 54 N. Pennsylvania Ave.

National Filben Corp.

1141 S. Wabash Ave., Chicago

BALTIMORE—Cee Gee Music Distributors, Inc.
CHICAGO—Jack Nelson & Co.
DENVER—Blackwell Distributing Co.
DETROIT—Great Lakes Phonograph Dist. Co.
LITTLE ROCK—Southern Ark. Tenn. Distributing Co.
LOS ANGELES—E. T. Mape Distributing Co.
LOUISVILLE—Co-Operative Distributing Co.
MEMPHIS—Southern Ark.-Tenn. Dist. Co.
MIAMI—Sheyne-Dixie Music Co.
MILWAUKEE—United Coin Machine Co.
NEW YORK—The Capital Automatic Music Co.
OMAHA—Filben Sales Co. of Nebraska.

(See DIRECTORY on page 110)

FACTS ...not WORDS

OPERATORS KNOW that the best way to sell cigarettes at OVER the 20c mark is to VEND FOR A QUARTER STRAIGHT.

What did LEHIGH do about it?

PX has always been—and is NOW more than ever—the FINEST MANUALLY OPERATED MACHINE for straight 25c vending.

PX was first on the line with a simple, LOW-COST conversion kit to take quarters instead of assorted coins.

PX today has the SMOOTHEST and FASTEST ACTION of any machine on the market—bar none. Its operation is sweet, true and precise—because that's the way it's built. Don't forget that LEHIGH is an ENGINEERING organization on top of being one of America's largest technical goods manufacturers.

Current reaction and experience shows that today's PX-8 is exactly what route and service men want:

- ★ Straight quarter vending.
- ★ Slick streamlining of design.
- ★ Economical and trouble-free operation.
- ★ And a PRICE that fits the budget of the average operator.

Available Now for
PROMPT SHIPMENT
★
INQUIRIES INVITED

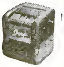
PX-8
MANUAL or ELECTRIC

For Straight 25c VENDING

Or Combinations of Nickels and Dimes

STANDARD VENDORS DIVISION
Lehigh Foundries, Inc.
EASTON, PENNA.

BUY VICTOR'S
Custom Built
UNIVERSAL
Truly a creation. Beautifully designed of finest materials. Strong, clean and trouble-free through and through.
24 or More..$13.50
1 to 23 .... 13.95
INTRODUCTORY OFFER!
1 Universal, 11 lbs. of Licorice Lozenges and 1000 Plastic Charms. All for—
$19.50



BRAND NEW IMPS
EITHER 1c OR 5c PLAY
Cig. or Fruit Reels
$12.95
Lots of 12
$13.75—Lots of 6 or More
Sample $14.50

Brand New
ABT
CHALLENGERS
Special Price
$42.50
For Limited Time Only
Model F—$49.50

MILLS
VEST POCKET
BELL
Pays Out Automatically
$65.00 Ea.
USED $49.50

MILLS QT $115.00
USED MILLS GOLDEN FALLS.. 149.50
COMPLETE LINE OF MILLS MACHINES
WRITE FOR LIST

Send for New 1948 Catalog Listing All Vending Machines, Counter Models and Merchandise.

WANT TO BUY
Vending Machines, Counter Games, etc. SEND LIST

Certified Deposit Required on All Orders.

RAKE COIN MACHINE EXCHANGE
609 SPRING GARDEN ST., PHILA. 23, PA
LOmbard 3-2676

Victor's
Sensational
New Custom-Built
UNIVERSAL
Successful Operators Buy Good Merchandise. When You Buy Merchandise Vending. Buy The Best! Write for Complete Details and Prices.
Manufactured by
VICTOR
VENDING CORP.
5701-13
W. Grand Ave.
Chicago 38, Ill.

METAL PLATED
CHARMS
In bright gold and silver finish

	Per M
Metal Plated Charms, Series #1	$8.00
Metal Plated Charms, Series #2	7.50
Plastic Charms, Famous Series #1	9.50
Plastic Charms, Big Series #2	4.50
Plastic Skulls	5.25

SAMUEL EPPY & CO., INC.
WORLD'S LARGEST
CHARM MANUFACTURER
116-08 101st Ave.
RICHMOND HILL 18, L. I., N. Y.

WANT REPRESENTATIVE
To Sell Personal Weighing Scales
Full time or as a side line. Strictly commission basis. Should net right party $600.00 per month up. Give details in first letter.
BOX D-39, The Billboard, Cincinnati 22, O.

Philly Merchants Back Bottlers In Tax Battle

PHILADELPHIA, Sept. 18.—Many local business men are joining the State-wide bottlers' fight against continuation of Pennsylvania's 20 per cent tax on soft drinks, Emanuel D. Lowenstein, of this city and president of the Keystone Bottlers' Association, said this week.

"Bottlers and retailers of soft drinks are not the only ones who have been hurt," Lowenstein pointed out. "The 20 per cent State tax has diverted millions of dollars from normal trade channels, and the effect is being felt indirectly by every business in Pennsylvania."

The soft drink tax was enacted for two years by the 1947 State Legislature. Lowenstein said a recent survey showed that 90 per cent of the State's bottlers, or 438 bottlers, have suffered sales decreases since the tax went into effect.

The new State Legislature convenes in January, 1949, and all efforts are being made by the soft drink industry not to have the 20 per cent tax renewed in spite of the support it has from the governor.

NAPM Chi Popcorn Convention in Dec. Sets Special Clinics

CHICAGO, Sept. 18.—The National Association of Popcorn Manufacturers, Inc. (NAPM) has scheduled a popcorn clinic as a major session in its 1948 convention and exhibit to be held at the Sherman Hotel here December 13-15, program chairman J. V. Blevins announced this week.

Clinic, one of many planned for the three-day meet which will include all segments of the popcorn industry, will present actual demonstrations of improved popping and merchandising methods. Use of materials and maintenance of equipment will also occupy a prime part of this clinic.

Exhibits will include machinery, equipment, processing, packaging and materials of vital importance to the popcorn industry, and will be set up in the hotel exhibit hall.

Blevins predicted a record-breaking attendance at this year's meet, which will draw popcorn people from "the four corners of the U.S.A. and from Canada," as in previous gatherings.

Local Cig Tax Called Nuisance by Florida City; Veto Measure

WEST PALM BEACH, Fla., Sept. 18.—A proposed cigarette tax was shunted aside by the city commission here last week with the comment that such a tax would be "a nuisance" to both the city and its citizens. Scheduled to come before the commission for final passage, the tax met quick resistance from Commissioner Lloyd Bell, who was supported in his veto by Commissioner L. W. Kelloway.

Bell declared, "the measure is not practical and it amounts to a nuisance tax. It shouldn't be passed."

Norsoamerica Names 2 New Distributors

LOS ANGELES, Sept. 18.—Norsoamerica has announced the appointment of two new distributors for its Kunkel popcorn vender. New firms are R. C. Westmoreland, Jackson, Tenn., to cover Tennessee, and Spacarb, of North Carolina, Inc., Asheboro, N. C., for that State. Both companies have received shipments of the venders.

A-T-T-E-N-T-I-O-N
QUARTER
NATIONAL-TYPE
SLUG REJECTOR
for
U-NEED-A PAK
MODELS E, A, 500 AND
MONARCHS
$15.00
IMMEDIATE DELIVERY
● PENNY LOADERS NOW ON HAND

U-NEED-A PAK AND MONARCH PARTS
CAN BE BOUGHT DIRECT FROM FACTORY
AT TERRIFIC SAVINGS... WHY PAY MORE?
25¢ Conversion Levers $1.05 PER SET

● AVAILABLE FOR IMMEDIATE DELIVERY ●
NATIONAL SILVER QUARTER CONVERSION UNITS FOR ROWE IMPERIAL, ROYAL, PRESIDENT AND CRUSADER MODELS—
with these exclusive features:
- Excess Coin Throwout
- Complete Unit; No Other Attachments
- Fewer Parts Than Any Other Unit Now on the Market
- Jam Proof
- All Units Guaranteed Against Defects in Workmanship

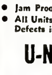
PENNY LOADERS NOW ON HAND
●
WRITE
WIRE
PHONE..

Complete for only
$12.00
IMMEDIATE DELIVERY

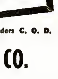
No Deposits Necessary; All Orders C. O. D.

U-NEED-A SERVICE AND PARTS CO.
MANUFACTURERS OF
U-NEED-A PAK AND MONARCH PARTS
2715 SUMMIT AVE. PHONE UNION 3-2211 UNION CITY, N. J.
UNDER PERSONAL SUPERVISION OF JOSEPH KALISHMAN

SALESMEN
National manufacturer has opening for salesmen to sell to new operators, brand new coin-operated Vending Machines. Must have auto. Free to do extensive traveling. Prospects obtained through business opportunity columns. Earnings well over $1,500 to $3,000 monthly commission. Men with franchise, intangible or promotional experience preferred. Permanent. References required. Strong company with excellent selling material.
BOX 201, The Billboard, 155 N. Clark Street, Chicago 1, Illinois



NOW!
LEON "HI-HO" SILVER'S SELECT
CALIFORNIA VENDSIZE
ALMONDS
Packed in 5-lb. vacuum tins, 6 tins to shipping case. Packed under his direction at the "Almond Bowl of America." Lowest prices. Write
ROLAND SEE, Sales Mgr., LEON "HI-Ho" SILVER, INC.
760 HAYES ST., SAN FRANCISCO 2, CALIF.



Change N. Y. Subway Op Plan; Operation May Get Approval

(Continued from page 96)

ating privileges, do not seem to command sufficient capital to blanket the subway system with the required number of machines for optimum service to passengers and maximum income to the city, declared Ferdinand Roth, board executive.

Roth, real estate agent and appraiser for the board, who is presently charged with preparing standards of operation, service and commissions which operating firms may eventually be called upon to bid, further stated that the board may even consider operating the machines itself. However, he stressed that no policy in this connection had yet been determined. Its formulation will have to await completion of the current studies.

Subway Venders

Altho 94 cup venders are now in operation in the subway system, for the main part in high-traffic midtown stations, a total of 134 have been authorized for installation if the participating companies so desire. The machines are divided among seven companies, all of which have reported high gross incomes. Roth said the board is now conducting an exhaustive audit to determine the take of the venders and correlate these figures with passenger traffic in different locations. Under terms of the temporary agreements, the city is paid 25 per cent of gross income (*The Billboard*, August 7). The agreements expire November 30.

Since gross sales by the machines have achieved record highs during the past summer, it was learned that the board may require a sliding scale on commission payments, depending on volume, once permanent contracts are let. Operating firms have reported daily sales of two or more thousand drinks per machine as not uncommon. One operator who has been involved in the program since early summer said that each of his machines is expected to dispense a minimum of 1,000 drinks daily.

Cups Abandoned?

Despite the generally high quality of the service maintained by operators, it was learned that several weeks ago the board almost decided to abandon the cup vender project entirely. At the time several operators, apparently unprepared to handle special service problems arising out of unprecedented sales, failed to hold to the rigid board standards regarding sanitation and cup disposal.

Seepage from machines and the litter of discarded cups created a safety hazard in certain areas where machines were located, said Roth. But after several machines had been ordered out, he added, the standards of service immediately picked up.

Today each of the operating companies employs a special staff whose sole duty is to maintain and service their machines properly. A perhaps unique feature of the operation is the employment by a few of the companies of porters who travel from machine to machine, mopping up any seepage and emptying the oversize waste cup receptacles. One firm has such porter service in operation 24 hours a day. Locations are inspected by Board of Transportation employees as often as six or seven times a day.

Permanent Contracts

One factor the board will insist upon before awarding permanent contracts will be more accurate counter devices on the machines to be installed. None presently used seem to do the job of totaling the number of drinks dispensed properly, Roth declared. This may be partially due to the need for frequent drawing of test drinks under subway conditions, he added.

He also stated that some arrangement may have to be worked out to equate the cost of sirups used against commissions to be paid to the city. While the board, as a public institution, cannot specify that any single brand of soft drink be dispensed, in the event that more than one permanent contract is awarded, operators vending higher-priced drinks should not be indirectly penalized by equal gross commission requirements.

It was learned that a request by a bottling firm to install bottle venders in the subway had been turned down due to obvious hazards from broken glass and the difficulty of preventing patrons from taking opened bottles along into subway cars.

Subway Operators

The cup vending companies now operating machines in subway stations are:

New York Automatic Canteen, with 18 machines on location; Spacarb, Inc., thru a firm headed by Jerry Finkelstein, 10; General Vending Corporation, 4; Drink Dispenser Corporation, 5; Cobbs Florida Orange Vending Company of Manhattan, 27; Interborough News Company, 14, and Good & Cold Drink Vending Machine Corporation, a newly organized firm headed by Dr. G. A. Lowenstein, 16. The latter company is located at 824 10th Avenue.

Other concerns who have already notified the board of their interest in operating drink venders in the subways are Union News Company, Automatic Beverage Company, ABC Drink Dispensing Company, Dennis Soft Drink Company, Century Dispensing Company and Club Sodamat Corporation.

Roth stated that no operators but those with machines already on location will be permitted to come in under the experimental phase of the program. However, for permanent contracts bidding will be solicited from all interested parties.

REG. TRADE "MASTER" MARK VENDORS

THE MASTER No. 2 VENDOR

OPERATES WITH EITHER PENNY OR NICKEL

VENDS: Peanuts, Candy, Marbles, Pistachio Nuts or Ball Gum. Equipped with Magnet Slug Rejector and Cardboard Paper Slug Rejector.

Machines can be equipped with non-breakable Lucite at slight additional cost.

WRITE FOR DESCRIPTIVE LITERATURE AND YOUR NEAREST DISTRIBUTOR

THE MASTER NOVELTY VENDOR

PENNY PLAY

VENDS: Peanuts, Candy, Marbles, Pistachio Nuts or Ball Gum. Write for particulars on our #X-25 Ball Gum Vendor Wheel. Can be installed in your present Master Vendors. #X-25 (1 ball 1 cent), #X-25-2 (2 balls 1 cent), #Z-25-3 (1-2-3 combination).

THE NORRIS MANUFACTURING CO.

553 WAGER ST. COLUMBUS, OHIO

SHIPMAN DUPLEX POSTAGE MACHINE

Compact and Foolproof. This famous model is in production once more and is more popular than ever. Now made with a white porcelain front, trimmed in red and blue.

$29.50

DISTRIBUTORS, JOBBERS, SALESMEN WRITE AT ONCE FOR DEAL DISTRIBUTING THESE VENDORS.

Folders — 10,000 - - $ 5.75
25,000 - - $13.95

HOT NUT MACHINES

Brand New!

Dispenses all types of bulk merchandise for 5¢ as cashews, pistachios, almonds, etc. A real value for your money. Limited stock on hand, so order early. Cup dispensers not included. Original value, $44.50.

$14.95 Lots of 5
$16.95 Single

1/3 DEPOSIT ON ALL ORDERS. WRITE FOR CATALOG ON BULK VENDORS, GAMES, ETC.

PARKWAY MACHINE CORPORATION

623 W. NORTH AVE. DEPT B • MADISON 1447 • BALTIMORE, 17, MD.

GET INTO THE POPCORN BUSINESS

with only a small investment!

The "Little Giant" is a proven money-maker that is small in size but a "giant" in action! 8-gal. capacity. Size: 15" by 12" by 29". Portions controlled by size of bag or bowl. Bagging companies and vending operators will find servicemen can handle these dispensers in addition to present routes. It is more profitable to operate dispensers without a coin chute.

Write for free literature and profit table compiled by a popcorn man for popcorn operators. F. O. B. Chicago

$57.50 Each

Manufactured by

ABC POPCORN CO. 3441 W. NORTH AVE. CHICAGO 47

5¢ BANTAM TRAY VENDOR

IMMEDIATE DELIVERY

Atlas Mfg. & Sales Corp.

12220 TRISKETT RD. • CLEVELAND 11, OHIO
ESTABLISHED 1925

Atlas

VENDS ALMONDS, NUTS, CANDY, PISTACHIOS
Write for Circular.
Jobber Inquiries Invited

VICTOR'S MODEL V

The Operator's Choice is Model V, as it correctly vends ALL BULK MDSE. . . . Charms, Peanuts, Candy and Ball Gum.

No additional parts necessary.

Write us NOW for detailed information and prices.

A Product of

VICTOR VENDING CORP.

3701-13 Grand Ave.
Chicago 38

The New REGAL Vendor Is a HONEY!

1¢ Bulk — Vends Nuts, Candies.

1¢ Ball Gum — Vends 140-170-210 Count.

PLASTIC GLOBE

Wonderful clear, seamless "Lucite" is Big Sensational Improvement every operator welcomes. Won't Break! Won't Chip! Safer than glass! Protects contents!

A Super-Salesman and Big Money Maker. Write for special prices and get FREE CONFIDENTIAL CHART which helps you increase your PROFITS.

REGAL MFG. CO.

Whitewater, Wis.

CLOSE-OUT!

Cash Trios With Stands . . . $29.50 Ea.
Lewel Aspirin Vendors . . . . . 1E.50 Ea.

1/3 Dep., Bal. C.O.D., F.O.B. N. Y.

BEN H. GOLOB DIST. CO.

308 4th Ave. NEW YORK, N. Y.
Phone: ORegon 4-7370

Gum Vending Corp. Markets New Bracket

NEW YORK, Sept. 18.—The Gum Vending Corporation has placed on the market a specially designed bracket for attaching its Model N penny vender to larger, floor-model candy machines, Miss A. M. Strong, firm executive, announced this week. The bracket, developed by a large candy machine operator to meet the needs of his own route, will be marketed by Gum Vending at $2.50.

Miss Strong stated that the use of the Adams gum machine, manufactured under contract by DuGrenier, is increasing as supplementary merchandisers by operators of other equipment. An additional sales medium, the small venders increase total sales "at a negligible service cost," she added.

MONTPELIER, Vt., Sept. 18. — Cigarette tax stamps in Vermont showed a sharp decrease for July compared to same month in 1947, State tax commission reported this week.

Supplies in Brief

Peanut Exports

WASHINGTON, Sept. 18.—The Department of Agriculture has approved emergency export allocations of 50.6 million pounds of shelled peanuts for the week ending September 10. Allocations were listed as follows: 11.2 million pounds to Austria; 34 million pounds to France; 2.2 million pounds to the department of army for bizone, Germany, and 3.2 million pounds to the Dominican Republic.

Sugar Distrib Up

WASHINGTON, Sept. 18. — Sugar distribution for the first eight months of the year amounted to 5,152,469 tons as compared with 5,079,875 tons for the same period in 1947, Agriculture Department reported this week. For the week ending September 4, domestic distribution was 147,277 tons, while distribution was 149,628 tons for the corresponding week last year.

Bottle Cap Barometer

WASHINGTON, Sept. 18. — Shipments of bottle caps during June amounted to 4,511,758,000 units, an increase of about 10 per cent over May, Commerce Department announced this week. The increase was attributed to the greater demand for soft drinks.

Record Nut Crop

WASHINGTON, Sept. 18. — The 1948 crop of the four major tree nuts—almonds, walnuts, filberts and pecans—is estimated at 188,465 tons, setting a new record; more than 14 per cent larger than the 1947 crop and 28 per cent above the 1937-'46 average, according to the latest forecast by the U. S. Department of Agriculture.

The department announced this week that September 1 conditions indicate an even larger pecan crop than the record-size crop in prospect a month ago. This year's pecan crop is figured to reach 80,275 tons, exceeding last year's by 35 per cent and the average by 47 per cent. Production of improved varieties totaling 31,000 tons is 62 per cent greater than last year's and 56 per cent above the average. Production of seedlings at 43,000 tons is 19 per cent above 1947. Reports from Georgia, Texas and Alabama are especially sanguine, Agriculture Department stated. Arkansas and Louisiana are showing fairly good prospects, while Mississippi is the only State in which pecan prospects declined during August.

The almond crop of California is estimated at 29,600 tons, 1 per cent larger than in 1947 and 44 per cent above the average. Production of walnuts in California and Oregon is estimated at 71,500 tons, 11 per cent larger than the near-average crop of 1947. Altho the filbert crop of Oregon and Washington, estimated at 7,090 tons, is 19 per cent smaller than the 1947 crop, it is 43 per cent above the average, the department stated.

Beet Sugar Estimate

WASHINGTON, Sept. 18.—Agriculture Department this week estimated 1948 production of sugar beets at 9,998,000 tons, about 2 per cent less than the August 1 forecast and 20 per cent below the 1947 crop. Yields per acre are expected to average 13.2 tons, compared with 14.2 tons last year and the 1937-'46 average of 12.4 tons.

A 1948 production of 8,201,000 tons is forecast for sugar cane and seed, as of September 1. This figure is identical with the department's August 1 estimate and compares with 5,437,000 tons produced in 1947. A yield of 19.2 tons is expected, compared with 16.9 tons last year and the 10-year average of 20.3 tons.

Tobacco Production

WASHINGTON, Sept. 18.—The production outlook for tobacco improved slightly during August, with a total of 1,788 million pounds indicated as of September 1, the Agriculture Department reported. This is about 15 per cent below the output of 1947 and 23 per cent below the all-time high record established in 1946.

The flue-cured crop is estimated at 1,012 million pounds, as compared with the 1,300 million-pound output in 1947. The burley crop is figured at 496 million pounds, compared with last year's 484 million pounds and the all-time record of 614 million pounds in 1946. Production of fire-cured tobacco is indicated at 69.3 million pounds, 19 per cent below last year's crop. A total of 33.5 million pounds is forecast for dark air-cured tobacco production, which is within 90 per cent of the 1947 production of this type of tobacco.

Top Peanut Harvest

WASHINGTON, Sept. 18.—A record peanut crop of 2,302 million pounds is indicated by September conditions, the Agriculture Department reported this week. This is 114 million pounds above the 1947 production and 197 million pounds above the 1937-'47 average.

In the Southeastern area, weather conditions were generally favorable during August. The present indicated production of 1,261 million pounds in this area is 35 million pounds above the previous month. Favorable weather permitted the saving of most of the Spanish crop and satisfactory progress is now being made in digging runners. Worm damage has been slight this year.

In the Southwestern area, production prospects declined 47 million pounds in August. Extended dry weather caused premature ripening, thus reducing yields. Most of the early crop has been harvested in this area, and September rains would benefit the late crop. Dry weather in the latter part of August also interrupted pegging of crops in the Virginia-Carolina area where prospective production declined 27 million pounds during August.

Conduct Candy Bar Buying Survey in 40 Illinois Cities

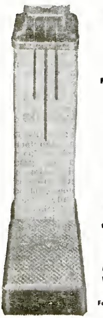
SPRINGFIELD, Ill., Sept. 18.—According to a recent survey of candy bar buying habits of Illinois families in 40 cities, conducted by Illinois Daily Newspaper Markets, Inc., here, preliminary figures show that 70.9 per cent of these families buy bars for home use. When completed, survey results will be included in the 1948 Illinois Consumer Analysis, which is scheduled for release this month.

Survey showed that leading brand preference was Hershey, with 176,481 families (59.5 per cent) purchasing same. Milky Way, Mars, Baby Ruth and Clark bars were follow-up brands, in that order.

Figures are from the 40 market totals carried in the 13-volume survey. In addition to these market summaries, usership and brand preference are detailed for each of the 40 cities individually. When available this month, complete survey results can be obtained by writing Illinois Daily Newspaper Markets, this city, or from any national advertising representative of those papers participating.

Eastern Electric Co. Names New Distrib

NEW YORK, Sept. 18.—Lew Jaffa, Eastern Electric Vending Machine Company here, has announced the appointment of the Al Price Tobacco Company, St. Louis, as regional distributor for C-8 Laboratories' electric cigarette vender.



MARION
SCALE
ONLY
$79.50
F. O. B. PLANT.
⅓ CASH,
BAL. C. O. D.
LESS IN
QUANTITIES
6 COLORS
41" HIGH
SHIPPING
WEIGHT
74 LBS.
IMMEDIATE
DELIVERY.
FULLY
GUARANTEED.
Fire and Theft
Insurance
Furnished.
Distributors:
Write, Wire
or Phone
Foreign Inquiries
Solicited.
WORLD SALES, INC.
Sole Factory Agents
3220 W. Broad St., Columbus 4, Ohio
Phone: RA 6336

BUY THE BEST
The Operators' Choice
VICTOR
VENDING
MACHINES
Write for Prices.
We carry a complete line of Victor Machines and Parts.
DEVICES NOVELTY
SALES CO.
467 N. Milwaukee Ave.
Chicago 10, Ill.
Ph.: MOhawk 6-7538

5¢ GUM
AND
5¢ HARD CANDY
AND
MINT VENDORS
for Charms, Lifesavers,
Gum and similar sized products.
WRITE FOR CATALOG!
ALKUNO & CO.
408 Concord Ave., New York 54, N. Y.
MElrose 5-7757
Mechanical Manufacturing
Laboratories

IMMEDIATE SHIPMENT
On These
SPECIAL VALUES
with SILVER
QUARTER OPERATION
ROWE CRUSADERS $170.00
ROWE PRESIDENTS, 8 & 10 Col... 135.00
ROWE ROYALS, 8 & 10 Col. 85.00
U-NEED-A MODEL E, 8 & 9 Col... 60.00
These machines are refinished like new and mechanically perfect.
READY FOR LOCATION
LIBERAL ALLOWANCES
ON YOUR OLD EQUIPMENT.
WE ALSO PURCHASE USED
EQUIPMENT.
We have a large stock of Parts and Mirrors. Available at moderate prices.
QUARTER
CONVERSIONS
Available For All Makes and Models.
1/3 dep. with order, bal. C. O. D.
WIRE—WRITE—PHONE
NEW YORK VENDING
MACHINE EXCHANGE
Nationwide Distributors of
Cigarette and Candy Machines
1010 Myrtle Ave., Brooklyn 6, N. Y.
EVergreen 8-7570—EVergreen 4-9019

POSTAGE STAMP MACHINE CO.
presents
THE SELECTOR
The outstanding four-column Stamp Machine that has no comparison.
VENDS 1¢-1½¢-3¢ AND AIR MAIL STAMPS
Also available, model dispensing 1¢-3¢
Air Mails & Special Delivery combination.
- Fingertip push operation.
- Two locks secure protection.
- Plastic windows, no breakage.
- Compact, only 8½x15x18.
- Holes available to set machine on the wall or fasten to counter, equipped with suction feet for glass.
- Available in attractive maroon or grey cabinets with white enamel cover.
- Mechanism contains only 2 sliding parts which are instantly removable.
- Capacity: 600 folders (150 each).
- Insertion of 2 or more coins does not jam mechanism.
- Factory guaranteed for 1 year against mechanical defects.

Several territories still available on exclusive basis to qualified distributors.
OPERATORS: Contact us for your nearest distributor.
POSTAGE STAMP
MACHINE CO.
Manufacturer
33 West 60 St. New York 23, N. Y.

FOR MACHINES
TO SUIT YOUR NEEDS
COUNTER GAMES OF ALL TYPES AND MERCHANDISE OF HIGHEST GRADE AT LOWEST PRICES.
WRITE TO:
J. SCHOENBACH
Factory Distributor of Advance Machines
1647 Bedford Ave. Brooklyn 25, N. Y.

GIVE TO THE
RUNYON CANCER FUND

POP N' HOT
HOT POP CORN VENDING MACHINE
NEW 1949 MODEL

TAKES IN $12.00
ON EACH FILLING
EMPTIES 2 TO 3 TIMES A WEEK
IN *ORDINARY* LOCATIONS.
$139.50
Get on the big profit wagon. Order today. Send $25.00 deposit for each machine ordered. Balance C. O. D.
JACK NELSON & CO.
NATIONAL DISTRIBUTOR OF COIN MACHINE PRODUCTS
2320-22 Milwaukee Ave. Chicago 47, Ill.

METER NEWS

Alabama Okays Meters

BIRMINGHAM, Sept. 18.—Parking meter salesmen are engaged in a free-for-all race to supply municipalities in this State after the Alabama Supreme Court upheld the legality of the meters recently.

In declaring the meters legal, the high court reversed a 1937 decision made by itself. Chief Justice Lucien D. Gardner, writing the majority opinion, stated that the 1937 decision involved a different question and he thought that court decision was in error anyway. The latest decision held that parking meters are a means of controlling traffic, and a city has as much right to install them as it does traffic lights.

Ruling of the court came in a decision involving Decatur, Ala. The city, in the wake of the decision, has begun the installation of 420 meters. The meters are being installed by the Duncan Meter Company on a six-month trial basis.

Mayor H. R. Summer said he was informed by officials of the Duncan company that the firm had contracts, which were dependent upon the Supreme Court ruling, with about 20 Alabama cities. These, the mayor was told, included Mobile, Florence, Sheffield, Tuscumbia, Cullman, Tuscaloosa and Opelika.

Several other municipalities also are debating the installation of meters. The question is being considered in Birmingham, which was a party to the 1937 litigation.

Columbia Meters Hum

COLUMBIA, S. C., Sept. 18.—Columbians contributed $10,420.06 in nickels and pennies to the city's parking meters during August, according to City Councilman Lester L. Bates.

These collections were up almost $1,000 over those of the previous month, which saw $9,518.49 garnered by the meters.

The automatic meters on Main Street accounted for $3,100.13 of the August total, while the manually operated total meters on side streets accounted for $7,319.93. Average collection from each meter was $8.88 for the month.

Detroit Meters Vary

DETROIT, Sept. 18.—With the initial installation of 221 parking meters along Jefferson Avenue here last week, Mayor Van Antwerp announced that a sliding scale for parking fees would be instituted. Amount would depend upon former parking time limits; thus meters placed in zones where 15-minute parking had been permitted, would be set to take a nickel for that amount of time; where an hour limit had been set a nickel in the meter would keep the red violation flag from showing for 60 minutes.

Antwerp stated that it was not the city's plan to rent curb parking spaces, but to force a greater turnover in congested areas and described the meters as enforcement devices rather than revenue producers. City is also considering installation of meters in taxicab parking stands in the downtown area.

An additional 970 meters are scheduled to be in operation by October 1.

Bridgeport Earnings

BRIDGEPORT, Conn., Sept. 18.—Autoists using parking meters during the last five years here contributed a total of $330,724.80 in pennies and nickels, according to figures released this week by the police department.

The highest amount collected in one fiscal year was in the period of April 1, 1947, to March 31, 1948, when $78,290.74 was taken. The lowest amount in a fiscal year was in 1944-'45, when $56,731.31 accrued.

There are 1,428 meters scattered thruout the city and within the next few weeks 200 more will be installed in the newly acquired parking field in the center of the city near the railroad station. Some of these meters will provide 10 hours of parking for 25 cents, while others will give one hour for 5 cents.

Toy Gum Vender Clicks With Kids

BOSTON, Sept. 18.—Indicating the widespread influence vending machines are exerting in the daily lives of the American public is the latest application of automatic merchandising, introduced here and in Chicago this week, in the form of a toy penny ball gum vender. Designed for use as a bank, machine is a full-fledged, operating version of the common glass-globed ball gum machine seen everywhere. Manufactured by United Metal Products, Inc., here, toy vender sells for $1.98 complete with 35 balls of bubble gum.

Available in blue and green base colors, machine stands four inches wide, seven inches high and can vend 50 balls of gum from its glass globe.

Local department store handling the vender, Jordon Marsh Company, reports its initial shipment was practically sold out after running a series of ads in newspapers. In Chicago, the Fair Store also reported brisk interest in the toy vender.

ITCC London Meet Draws Leading U.S. Chocolate Agents

LONDON, Sept. 18.—The International Technical Cocoa Conference (ITCC), which took place here this week (14-18), featured discussions devoted to cocoa problems facing the trade on an international scale. Leading chocolate and cocoa representatives from the United States attended the conference, which covered control of ravaging diseases, latest commodity developments, research and exchange of scientific papers and special discussions of interest to the confectionery industry. Sponsor of the international parley was the Cocoa, Chocolate and Confectionery Alliance, Ltd.

U. S. trade executives in attendance included P. S. Staples, Hershey Chocolate Corporation president; H. R. Burbank, president, Rockwood & Company, Buffalo; Gretchen B. Schoenleber, president, Ambrosia Chocolate Co., Milwaukee; John M. Whittaker, director of raw material purchases for Lamont, Corliss & Co.; B. S. Blumenthal, president, Blumenthal Brothers, Philadelphia; George C. Schutte, Scarburgh Co., N. Y., and president of New York Cocoa Exchange; James L. Clevenger Jr., Hershey Chocolate, and Leonard J. Schwartz, research director of American Cocoa Research Institute.

July Candy Sales Dip; Bar Goods Up

WASHINGTON, Sept. 18.—Dollar sales of confectionery manufacturers slumped sharply in July Commerce Department reported this week. On the other hand, dollar sales of bar goods advanced slightly, altho poundage sold declined some 5,000 pounds from the previous July. The $38,860,000 worth of confectionery sold in July represented a decrease of 6 per cent from July, 1947, and a drop of 23 per cent from June sales.

The 33 makers of bar candy reported that they sold 42,425,000 pounds of their product with a wholesale value of $17,353,000. Figures for July, 1947, were sales of 47,109,000 pounds valued at $15,837,000. Over the one-year period the average wholesale price of a pound of bar candy climbed from $.338 to $.409.

Dollar value of all types of candy sold by manufacturers during the first eight months of this year amounted to $418,134,000—an increase of 3 per cent over the same period in 1947.

VEEDCO SPECIALS!
WRITE FOR OUR CATALOG

PARTS GUARANTEED 1 YEAR

BRAND NEW
HOT NUT MACHINES
Dispenses all types of bulk merchandise for 5¢, including Cashews, pistachios, almonds, etc. A Real Value for your money. Limited stock on hand, so order early. Cup dispensers not included. Original value, $44.50.
$10.00 Lots of 10 or More
$11.50 Lots of 5
$12.50 Sample

BRAND NEW WATLING 200 Fortune SCALES
$160.00 In Original Crates

SPECIAL
LICORICE LOZENGES
West Point Brand. Best Quality in the Country. High Count. 23½¢ lb.

SPECIAL
BRAND NEW CASH TRAYS
In Original Cartons
$4.75 Lots of 6. $5.50 Sample.

ADAMS
Model N
GUM VENDOR
Like New
Chrome Front—
UNCONDITIONALLY GUARANTEED 1 YEAR
$10.50 Lots of 10
$12.50 Lots of 5
$13.50 Sample

ADAMS GUM
49c In Case Lots
50c In Smaller Lots

SPECIAL
Colored BALL BUBBLE GUM
West Point Brand. 6 color centers. Guaranteed Best Quality in Country. 25 lb. cartons. 26¢ lb.

SPECIAL
ASCO HOT NUT GLOBES
$1.00 Ea. Lots of 50. $1.35 Ea. Under 50.
Also All Other Globes At Net Prices.

BINGO — 4 Games in 1
$14.00 Lots of 5. $15.50 Sample.
STAMP FOLDERS, For Any Model . 50¢ Per M
35 lb. Solid Steel STANDS ......$3.95 Ea.
CIGARETTE and CANDY MACHINES, All Models. LOWEST PRICES

FREE With any purchase of $50.00 or more we will print 100 Labels with your name, address and telephone number at NO COST TO YOU.
⅓ With Order, Balance C. O. D.
VEEDCO SALES COMPANY
2124 MARKET ST. (Phone: LOcust 7-1448) PHILADELPHIA 3, PA.

ATTENTION!!!
CIGARETTE MACHINE OPERATORS
100 25c ROWE SLOTS (SINGLE QUARTER OPERATION).
PRACTICALLY NEW. FACTORY JOB (Not Milled).
ABSOLUTELY PERFECT. $12.50 COMPLETE.
WIRE—WRITE—PHONE
CRESCENT CIGARETTE SERVICE
1055 BARONNE ST. Raymond 8649 NEW ORLEANS, LA.

SEPTEMBER CLEARANCE

1 Revelation Coca-Cola Drink Machine (800 drinks). Floor Sample	$795.00
25 1¢ A.B.T. Challengers ..	29.75 ea.
20 1¢-5¢ Northwestern DeLuxe Nut	20.00 ea.
80 1¢ 2-Col. Nut Vendors..	7.50 ea.
50 1¢ Adams Gum Vendors.	12.50 ea.
100 5¢ Almond Vendors, new	5.00 ea.

Also Other Vending Machines. Write for Free Circular.
½ Dep. With Order, Bal. C. O. D.
CAMEO VENDING SERVICE
432 West 42d St., New York 18, N. Y.
LOngacre 3-1334

NOW
TOP QUALITY BUBBLE GUM
32¢ per lb. Any Size. 25 lbs. minimum order.

BRAND NEW
1948 SILVER KINGS
$12.50 Ea. Lots of 10
Sample, $13.95

HOT NUT MACHINE
SILVER KING...$29.95

DEVICES NOVELTY SALES CO.
407 N. Milwaukee Ave. Chicago 10, Ill.
Phone: MOhawk 6-7538
Exclusive Distributors for Silver King in Chicago and Suburbs.

Gum Consumption Soars; Penny Sales Main Hypo

NEW YORK, Sept. 18.—Chewing gum manufacturers, reporting a public demand for double the amount consumed pre-war, state penny sales alone will boost gum sales volume by 250 per cent this year (indicating the increasingly receptive field open to gum venders). Current and future gum picture, subject of a recent study conducted by the *Wall Street Journal*, brought forth the fact that a record 19 billion sticks, 6 billion pieces of candy-coated gum and 2½ billion pieces of bubble gum were chewed in the United States during 1947, and that over-all sales will be further boosted by three and a half times this year. Gum companies predict a $165,000,000 volume of business for 1948.

At present about 10 per cent of the population chews 75 per cent of all gum sold, and manufacturers are thus readying a big promotional campaign that they expect to swell the 1948 sales volume considerably. Current per capita gum consumption has reached 130 sticks a year, almost double the pre-war rate, and their is plenty of room for an even greater rise, with impulse purchase of penny sticks to play a steadily increasing role in the national gum-consumption rate.

Sales Up 90%

Survey disclosed that gum sales in 1947 were 90 per cent above the 1939 figure, and factory dollar volume was $150,000,000, 100 per cent jump over pre-war. The looked-for gain this year is expected to be mostly absorbed by the big three, William Wrigley Jr., American Chicle and Beech-Nut Packing companies. Conversely, the smaller companies expect a falling off of their record sales for last year. For example, while Clark Bros.' Chewing Gum Company anticipates its 1948 sales to be 2½ times those of pre-war, total for this year is expected to dip up to 70 per cent of the 1947 record.

As for the gum-Goliaths, American Chicle sales, over $38,000,000 in 1947 (nearly double those for 1941), looks for a total volume of $45,000,000 for this year, based on sales to date. Biggest of the biggies, however, surpassing all other gum manufacturers, is the Wrigley firm, with sales topping $50,000,000 in 1947, against $40,000,000 in 1941. For the first six months of this year, Wrigley chalked up sales amounting to $29,000,000-plus, with the year's total climbing to a possible $60,000,000.

Gum study disclosed that 10 firms which entered the stick gum field between 1941 and 1945 are now out of the business entirely or are manufacturing bubble gum. Too, virtually all of the 15 new brands of stick gum introduced during the war have disappeared.

Bubble Gum

In spite of the greatly hypoed interest in the juvenile bubble gum market, this field, unlike the adult stick gum field, remains in a state of flux. Spokesmen contend that the sales volume picture could just as easily turn one way or the other in coming months, but most predict that before any falling off of bubble gum sales takes place, a still further increase in sales will most likely occur. After that it is expected that bubble gum will find its steady (but lower) normal in sales and continue to be a major item in the nation's chewing gum market.

Citing three bubble gum manufacturers' experiences, Frank H. Fleer Corporation states that its bubble gum business has soared to 350 per cent above that of pre-war, and the Leaf Gum Company has reverted to its former practice of concentrating upon its colored gum and looks for sales up to $6,000,000 this year. Bowman Gum Company, too, has dropped stick-gum production and now concentrates on the bubble variety.

Dept. Stores Sales Soar

WASHINGTON, Sept. 18.—Department store dollar sales, a barometer of business conditions generally, increased by an average of 16 per cent over the nation for the week ended September 4, government officials report. Gains ranged from 8 per cent (New York) to 31 per cent in Indianapolis.

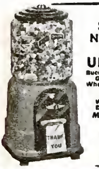
Increases for a number of other cities were: Boston, 9 per cent; Chicago, 11; Philadelphia, 14; San Francisco, 15; Richmond, Dallas and St. Louis, 19; Kansas City, 24, and Cleveland, 28.

BACK OF EVERY
KUNKEL
(Automatic-Electrically Operated)
HOT POPCORN VENDOR
(Machine Listed Underwriters' Lab.)
30 YEARS' EXPERIENCE
in coin-operated machines
Compare These Features
PRICE $189.50 F.O.B. Los Angeles (5¢ or 10¢ Mach. same price)

- ★ Beautiful Baked Enamel Finish
- ★ Sturdy Steel Cabinet
- ★ 99½% Slug Proof
- ★ Low Electric Consumption
- ★ Can Be Filled Without Operator Calling
- ★ Easy To Service and Clean
- ★ 16"x16" Wide, 62" High
- ★ 67 Lbs. Approx. Net Weight

Practical—Dependable

LIMITED TERRITORIES AVAILABLE
Write for Name of Your Nearest Distributor
NORSOAMERICA
Dept. N
356 So. Broadway, Los Angeles 13, Calif.
MAdison 6-3746 Cable Address: NOSOAM



Victor's Sensational New Custom-Built
UNIVERSAL
Successful Operators Buy Good Merchandise. When You Buy Merchandise Vending, Buy The Best! Write for Complete Details and Prices.
Manufactured by
VICTOR VENDING CORP.
5701-15 W. Grand Ave.
Chicago 55, Ill.

Manufacturer of
HIGHEST QUALITY CHEWING GUM
BALL GUM
BUBBLE GUM
BUBBLE BASE
SOLICITES INQUIRIES FROM QUANTITY BUYERS ONLY
BARKER BRANDS, Inc.
SEA BRIGHT, N. J.

MASTER #2
PENNY-NICKEL VENDOR
Time-Tested and Proved
$17.50
Vends All Products
Also MASTER Straight 5¢ and 1¢ VENDORS.
1/3 Dep., Balance C. O. D., F. O. B. N. Y. C.
FACTORY DISTRIBUTOR.
TRI-STATE VENDING CO.
561 10th Avenue
New York, N. Y.

NOTICE
25¢ & 30¢ VENDING CONVERSIONS
Specify either silver quarters or combination of nickels and dimes desired. Our conversions are the best available—nothing better elsewhere.
• PX • ROWE • NATIONAL
• UNEEDAS • DuGRENIER • Etc.
Only $8.50 Per Silver Quarter Conversion.
Rapid, Same Day Service.
Expert Workmanship at Moderate Cost.
Send your coin mechanism or machines in any quantity.

CIGARETTE MACHINES

Lehigh PX, 10 Col.	$160.00
NEW Uneeda, 8 Cols., 510 Pack Cap.	159.50
NEW Uneeda, 6 Cols., 380 Pack Cap.	149.50
Uneeda Model 500, 9 Cols., 500 Pack Cap.	115.00
Rowe Royal, 10 Col.	100.00
Rowe Imperial, 8 Col.	70.00
Uneeda Model E, 9 Cols., 270 Pack Cap.	59.50
DuGrenier, 9 Cols., Model W, 270 Pack Cap.	62.50
DuGrenier, 6 Cols., 150 Pack Cap.	32.50
DuGrenier, 4 Cols., 100 Pack Cap.	25.00
8 Columns	35.00

CRACKER MACHINES

9 Cols., 164 Cap.	$ 85.00

CANDY MACHINES

Rowe, 8 Cols.	$ 90.00
U-Select-It	35.00
Advance Candy Machine	27.50

SPECIAL, $72.50
Uneeda Candy Machine, 102 cap. with enclosed base. With Angle Iron Base, $67.50. Without Base, $62.50.

SPECIAL, $70.00
DuGrenier Champion, 9 Cols., 420 Pack Capacity; 7 Cols., 355 Pack Capacity, $65.00.

TOP EQUIPMENT—UNCONDITIONALLY GUARANTEED
ONE-THIRD DEPOSIT WITH ORDERS—BALANCE C. O. D.
Parts and Mirrors available for all makes and models.
UNEEDA VENDING SERVICE
"THE NATION'S LEADING DISTRIBUTOR OF VENDING MACHINES"
166 CLYMER STREET EVergreen 7-4568 BROOKLYN 11, NEW YORK

$25 BRINGS THIS SCALE TO YOU
BALANCE MONTHLY
200 FORTUNE TELLING NO SPRINGS SCALE
Height, 51 In. without sign
Width, 13 In.
Depth, 25 In.
Sign, 15 In.
Net Weight . . . . . .185 Lbs.
Shipping Weight . . 245 Lbs.
LARGE CASH BOX HOLDS $85.00 IN PENNIES
Invented and Made Only by
WATLING
Manufacturing Company
4650 W. Fulton St. Chicago 44, Ill.
Est. 1889—Telephone: Columbus 1-2772
Cable Address: WATLINGITE, Chicago.

ATLAS ACE
The finest 1¢ All-Purpose Vender of our time.
170 count colored BUBBLE BALL GUM
25 lb. ctn., 26c lb.
Salted Va. Peanuts
30 lb. ctn., 29c lb.
Jobbers, Salesmen, Write for special deal.
Danco Coin Machine Co.
1304 E. Baltimore St., Baltimore 31, Md.

NEW LOW PRICES
U-SELECT-IT
CANDY MACHINES
72 Bar Capacity, $27.50 Each. Limited Supply.
CIGARETTE MACHINES

DU GRENIER W, 9 Col.	$37.50
DU GRENIER CHAMPION	47.50
UNEEDA, 8 Col. 500	70.00
UNEEDA E, 8 Col.	40.00
NATIONAL 9-30	50.00
ROWE ARISTOCRAT, 6 Col.	22.50

Half Deposit.
HARRIS VENDING
2717 N. Park Ave. Philadelphia, Pa.
Phone: BA 3-0606

(Continued from page 104)

PHOENIX, Ariz.—Paul W. Hawkins Co.
PITTSBURGH—Coin Machine Distributors.
PORTLAND, Ore.—Maport Distributing Co.
ROANOKE, Va.—Roanoke Vending Machine Exchange.
ST. PAUL—Midwest Coin Machine Corp.
SAN FRANCISCO—E. T. Mape Distributing Co.
SPRINGFIELD, Mass.—Interstate Coin Machine Co.
STOCKTON, Calif.—E. T. Mape Distributing Co.
TEXARKANA, Tex. — Filben Tex.-Ark. Sales Co.
WILLIAMSPORT, Pa. — Williamsport Amusement Co.

The Northwestern Corp.

6 E. Armstrong St., Morris, Ill.

BOSTON—Northwestern Sales & Service, 1195 Tremont St.
BROOKLYN—Northwestern Sales & Service, 4105 16th Ave.
CHEVY CHASE, Md.—M. E. Maddox, 9204 Kinsington Pky.
DALLAS—Fisher Brown, 2215 S. Harwood.
DES MOINES—Peanuts Products Co., 601 Second Ave.
LOS ANGELES—Operators' Vending Machine Supply Co., 1023 S. Grand Ave.
MILWAUKEE—Badger Novelty Co., 2546 N. 50th St.
MINNEAPOLIS—E. T. Barron & Co., 815 W. 36th St.
PHILADELPHIA—Rake Coin Machine Exchange, 609 Spring Garden St.
PITTSBURGH — American Distributors, 1349 Fifth Ave.
ST. LOUIS—Ideal Novelty Co., 2825 Locust St.

PIONEER
OFFERS ALL PURPOSE
VICTOR MODEL V
$12.50 EA.
IN LOTS OF 24
$11.75 EA.
Small - Pistachio Nuts
26 Lb. or 46 Lb. Ctns., 52¢ Lb.
Spanish Peanuts, 50 Lb. Ctns., 22¢ Lb.
Virginia Peanuts, 50 Lb. Ctns., 26¢ Lb.
PLASTIC CHARMS ....$2.26 Per M
5/8-140 Ct. Colored Bubble Ball Gum
(Makes Colored Bubbles)
25 Lb. Ctns. ....28¢ Lb.
100 Lb. ....27¢ Lb.
REG. 5/8 BUBBLE BALL GUM
25 Lb. Ctns. ....28¢ Lb.
100 Lb. Ctns. ....28¢ Lb.
(Freight Prepaid on 100 Lbs. or More)
FULL CASH WITH ORDER
1/2 Deposit, F. O. B Brooklyn, N. Y.; Balance C. O. D.
Orders Under $10.00, Money in Full.
ALL PRICES SUBJECT TO CHANGE WITHOUT NOTICE.
PIONEER
VENDING SERVICE
Exclusive Victor Distributor in N. Y.
661 SACKMAN ST., BROOKLYN 12, N.Y.
Phone: Dickens 2-7662

VICTOR'S
NEW
MODEL V-K
It's Outstanding!
Vends Everything! Investigate the many new features incorporated in this great new bulk vender. Write us NOW for detailed information and prices.
A Product of
VICTOR VENDING CORP.
5701-12 Grand Ave. Chicago 62

Directory of Distributors

SAN FRANCISCO—Viking Specialty Co., 530 Golden Gate Ave.
WICHITA, Kan.—M. T. Daniels, 1027 University Ave.

One-Use Tooth Brush Corp.

14408 Calvert St., Van Nuys, Calif.

CHICAGO—Bradley Associates.
DALLAS—Vend-a-Brush Co., 5620 Fairmount St.
DENVER—Deschenes' Enterprise, Inc., Suite 114, 1735 Stout St.
MEMPHIS—Automatic Merchandise Distributors, P. O. Box 4501.
OKLAHOMA CITY—J. W. Herrington Co., 820 N. E. 19th St.
PHOENIX, Ariz. — Tom Friday, 22 W. Edgemont Ave.
PITTSBURGH—Weiner Bros. State Distributing Co.
SAN DIEGO, Calif.—4 Star Vendors Distributing Co., 621 Fourth Ave.
SEATTLE—Trio Distributors, 4000 Airport Way.
STOCKTON, Calif.—John L. Doucette, 2834 E. Anderson St.

Pace Manufacturing Co.

2901-17 Indiana Ave., Chicago

ALBUQUERQUE, N. M.—P. & B. Novelty Co., 1015 W. Candelaria Rd.
BALTIMORE—Mar-Matic Sales Co., 27 W. Biddle St.
BUTTE, Mont.—H. B. Brinck, 825 E. Front St.
COLUMBUS, O.—Central Ohio Coin Machine Exchange, 184 E. Town.
DENVER—Superior Distributor Co., 11716 W. Colfax Ave.
DICKINSON, N. D.—Hal Corkery.
EVANSVILLE, Ind.—Automatic Amusement Co., 1000 Pennsylvania St.
KANSAS CITY, Mo. — Automatic Coin Machine Co., 13 W. Linwood Blvd.
LA FAYETTE, Ind.—Milner Sales Co., 516 N. Ninth St.
LOS ANGELES—Automatic Games Co., 2858 W. Pico Blvd.
LOUISVILLE—Ohio Specialty Co., 539 S. Second Ave.
MIAMI—U-Need-A Vender Distributing Co., 300 N. W. 27th Ave.
NASHVILLE—Automatic Sales Co., 421 Broad St.
NEWARK, N. J.—Runyon Sales Co., 125 W. Runyon St.
NEW ORLEANS—Crown Novelty Co., 920 N. Howard.
PITTSBURGH—B. D. Lazar Co., 1635 Fifth Ave.
POPLAR BLUFF, Mo.—Frank Harris Sales Co., 430 S. Broadway.
RAWLINS, Wyo.—Household Appliance Shop.
RENO, Nev.—Western Coin Machine Exchange, 7 E. Plaza.
SALT LAKE CITY—Stewart Sales Co., 1361 Main St.
SEATTLE—Puget Sound Novelty Co., 114 Elliot Ave., W.
SHREVEPORT, La.—Lee's Novelty Co., 1004 Spring St.
SOPERTON, Ga.—Sparks Specialty Co.
TUCUMCARI, N. M.—P. & B. Novelty Co., Box 1092.
WASHINGTON—Silent Sales System, 635 D, N. W.
WICHITA, Kan.—Matheny Vend Co., 554 W. Douglas Ave.

Rock-Ola Mfg. Corp.

800 N. Kedzie Ave., Chicago

ATLANTA—Robinson Dist. Co., 886 Marietta St. N. W. (United Bonded Ware-House)
BALTIMORE — General Vending Sales Corp., 237-245 W. Biddle St.
BOSTON—J. J. Golumbo & Co., 1119 Commonwealth Ave.
BUTTE, Mont.—H. B. Brinck, 825 E. Front St.
CHARLOTTE, N. C.—Southern Music Corp., 522 W. Morehead Ave., P. O. Box 641.
CHICAGO—Webb Dist. Co., 6 S. Kedzie Ave.
CLEVELAND—Lake City Amusement, 1621 Superior Ave.
COUMBUS, O.—Warren C. Deaton Associates, 399 Clinton Heights Ave.
DALLAS—General Dist. Co., 2612 Main St.
DENVER—Modern Dist. Co., 1510 Welton St.
DES MOINES—Sandler Dist. Co., 110 11th St.
DETROIT—Brilliant Music Co., 4606 Cass Ave.
EL PASO—General Dist. Co., 5000 Alameda.
GALION, O.—Warren C. Deaton Associates, 437 Harding Way W.
HOUSTON—Southern Dist. Co., 1010 Leeland.
INDIANAPOIS—Indiana Automatic Sales Co., 450 Massachusetts Ave.
JACKSONVILLE, Fla.—Southern Music Dist. Co., 3927 Main St.
JOHNSON CITY, Tenn.—Coin Automatic Music Co., 241 W. Main St., P. O. Box 364.
KANSAS CITY, Mo.—Consolidated Dist. Co., 1910 Grand Ave.
LOS ANGELES—Badger Sales Co., 2251 W. Pico Blvd.
MEMPHIS—S. & M. Sales Co., Inc., 1074 Union Ave.
MILWAUKEE—Badger Novelty Co., 2545 N. 30th St.
MONTGOMERY, Ala.—David R. Franco, Franco Dist. Co., 24 N. Perry.
MONTREAL—Mortimer Sales Co., 1259 Amherst St.
NASHVILLE—Sanders Dist. Co., Inc., 529 Fourth Ave. S.
NEWARK, N. J.—Seacoast Distributors, Inc., 415 Frelinghuysen Ave.
NEW ORLEANS—Southern Export Sales, Inc., 325-327 Baronne St.
Southern Music Sales, Inc., 727 Poydras St.
NEW YORK—Rex-Lee Enterprises, 767 10th Ave.
OKLAHOMA CITY—General Dist. Co., 119 S. Walker St.
ORLANDO, Fla.—Southern Music Dist. Co., 503 W. Central Ave.
PHILADELPHIA—Scott-Crosse Co., 1423 Spring Garden St.
PITTSBURGH—B. D. Lazar Co., 1635 Fifth Ave.
PORTLAND, Ore.—Oregon Novelty Co., 427 S. W. 13th St.
Nat Schoen (Columbia Music Co.), 1516 E. 33d Ave.
RICHMOND, Va.—Wertz Music Supply Co., 319 W. Broad St.
ST. LOUIS—Ideal Novelty Co., 2823 Locust St.
ST. PAUL—La Beau Novelty Sales Co., 1946 University Ave.
SALT LAKE CITY—J. H. Rutter, 1477 S. Main St.
SAN ANTONIO—United Amusement Co., 310 E. Alamo St.
SAN FRANCISCO—George R. Murdock, 1797 Union St.
SEATTLE—Pudget Sound Novelty Co., 114 Elliott Ave. W.
SPOKANE—Inland Novelty Co., N. 9 Bernard St.
SYRACUSE—Rex Coin Machine Dist. Corp., 821 S. Salina St.

J. P. Seeburg Corp.

1510 Dayton St., Chicago

ALBANY, N. Y.—Davis Distributing Corp., 727 Monroe Ave.
ATLANTA—Sparks Specialty Co., 301-503 Edgewood Ave., N. W.
BALTIMORE 1—The Musical Sales Co., 140 W. Mt. Royal Ave.
BIRMINGHAM—T. B. Holliday Co., 1525 Sixth Ave., N.
BOSTON—Atlas Distributors, 1024 Commonwealth Ave.
BUFFALO 3—Davis Dist. Corp., 873-575 Main St.
CHARLESTON, W. Va.—Shaffer Music Co., 1619 W. Washington St.
CHARLOTTE 1, N. C.—T. B. Holliday Co., 1200 W. Morehead St.
CHATTANOOGA 3—S. L. Stiebel Co., 211 E. 10th St.
CHICAGO 47—Atlas Music Co., 2200 N. Western Ave.
CINCINNATI 2—Southern Automatic Music Co., 225-30 W. Seventh St.
CLEVELAND 15—Music Systems Inc., 2600 Euclid Ave.
COLUMBIA, S. C.—Sparks Specialty Co., 2606 Main St.
COLUMBUS 15, O.—Shaffer Music Co., 506 S. High St.
DALLAS 1—S. H. Lynch & Co., 2101-03 Pacific Ave.
DAYTON, 3, O.—Southern Automatic Music Co., 603 Linden Ave.
DENVER 2—R. F. Jones Co., 1454 Welton St.
DES MOINES 9—Atlas Music Co., 221 Ninth St.
DETROIT 6—Atlas Music Co., 5743 Grand River Ave.
EVANSVILLE, Ind.—S. L. Stiebel Co., 12-16 N. W. Sixth St.
FORT WAYNE 2, Ind.—Southern Automatic Music Co., 1329 S. Calhoun St.
HOUSTON 2—S. H. Lynch & Co., 910 Calhoun St.
INDIANAPOLIS 4—Southern Automatic Music Co., 325 N. Illinois Ave.
JACKSONVILLE—T. B. Holliday Co., 69 Riverside Ave.
KANSAS CITY 5, Mo.—W. B. Music Co., Inc., 1518 McGee St.
LEXINGTON 7, Ky.—Southern Automatic Music Co., 240 N. Jefferson St.
LOS ANGELES 6—Minthorne Music Co., 2915-20 W. Pico Blvd.
LOUISVILLE 2—Southern Automatic Music Co., 624 S. Third St.
S. L. Stiebel Company, 542 S. Second St.
MEMPHIS 3—S. H. Lynch & Co., 1049-51 Union Ave.
MIAMI—Florida Automatic Sales Corp., 839 W. Flagler St.
MILWAUKEE 8—S. L. London Music Co., Inc., 3130 W. Lisbon Ave.
MINNEAPOLIS 11—Hy-G Music Co., 257 Plymouth Ave., N.
NASHVILLE 2—S. L. Stiebel Co., 4"8 Broad St.
NEW YORK 17—American Steel Export Co., 647 Madison Ave.
NEW YORK 19—Atlantic New York Corp., 540-550 W. 58th St.
NEW ORLEANS 13—S. H. Lynch & Co., 832 Baronne
OKLAHOMA CITY 6—S. H. Lynch & Co., 900 N. Western
PHILADELPHIA 23—Atlantic Pennsylvania Corp., 919-921 N. Broad St.
PITTSBURGH 19—Atlas Music Co., 2217 Fifth Ave.
PORTLAND 14, Ore.—Shaffer Music Co., 1238 S. E. Union Ave.
RICHMOND 20, Va.—The Musical Sales Corp. of Virginia, 415 W. Broad St.
ROCHESTER, N. Y.—Davis Distributing Corp., 727 Monroe Ave.
ST. LOUIS 1—W. B. Distributors, Inc., 1012 Market St.
SALT LAKE CITY 1—R. F. Jones Co., 127-129 E. Second S.
SAN ANTONIO 5—S. H. Lynch & Co., 241 Broadway
SAN FRANCISCO 3—R. F. Jones Co., 1268 Mission St.
SEATTLE 1—Shaffer Music Co., 2208 Fourth Ave.
SOPERTON, Ga.—Sparks Specialty Co.
SYRACUSE 3—Davis Dist. Corp., 738 Erie Blvd., E.
TOLEDO 2—Music Systems, Inc., 1312 Jackson Ave.
TORONTO 1—Baldwin Dist. Co., Ltd., 620 King St. W.
WHEELING, W. Va.—Shaffer Music Co., 2129 Main St.

Shipman Manufacturing Co.

1326 S. Lorena St., Los Angeles

(Stamp Machines, Candy, Nut, Postal Card Venders & Film Picture Machines)

BALTIMORE—Parkway Machine Corp., 623 W. North Ave.
DALLAS—C. R. McAdams, 6353 Velasco St.
EVANSTON, Ill.—K. Huntington, 512 Asbury Ave.
MEMPHIS — Parker Products Co., 648 Riverside Dr.
MIAMI—Schwartz Dist. Co., 1800 S. W. 17th St.
MILWAUKEE—Jones Stamp Service, 540 N. 20th St.
NEW YORK—Globe Distributors, 17 W. 60th St.
Mike Munves Corp., 510 W. 34th St.
OAKLAND, Calif.—Standard Specialty Co., 3021 38th St.
OAK PARK, Ill.—R. H. Adair Co., 6924 W. Roosevelt Rd.
PADUCAH, Ky.—T. O. Thomas Novelty Co., 1572 Jefferson St.
ST. LOUIS—Chas. H. Klein, 4312 S. Compton
SAN FRANCISCO—Viking Specialty Co., 530 Golden Gate Ave.
TUCSON, Ariz.—Frontier Novelty Co., Rt. 9, Box 332

Solotone Corporation

2281 W. Pico Blvd., Los Angeles 6

ATLANTA—H. & L. Distributors, Inc., 706 Spring St., N. W.
DALLAS—Walbox Sales Co., 3909 Main St.
HOUSTON—Coin Machine Sales Co., 3804 Travis.
MIAMI—Supreme Distributors, Inc., 5517 N. E. Second Ave.
NEW YORK—Runyon Sales Co., 593 10th Ave.
PHILADELPHIA—Scott-Crosse Co., 1443 Spring Garden Ave.
SAN ANTONIO—Pan American Sales Co., Inc., 323 S. Alamo.
SYRACUSE—Dial Distributing Co., 400 Lodi St.

Stoner Manufacturing Corp.

328 Gale St., Aurora, Ill.

ATLANTA—Wally Sipple, 1271 Eastridge Rd. S. W.
BEAUMONT, Tex.—M. O. Doumany, Box 1982

(See DIRECTORY on page 130)

"WARNER" Coin Operated VOICE RECORDERS
Pioneer of the Automatic Recorder Now Offers 1948 Models. Attractive All-Metal Cabinets—Trouble-Free Mechanisms—200 Record Magazine—Fully Automatic—High Fidelity Recording.
62"x62"x2' 6" Cabinet Model $720.00
14"x12"x22" Counter Model 620.00
WARNER & SONS, 300 No. Lake St., Pasadena 4, Calif.

Pistachios

FOR GREATER PROFITS IN
VENDING MACHINES AND PACKAGES

ask for ZALOOM'S

3 STAR "BUDS"

PERFECT! No outer skin, no blemishes. The Finest and Fastest Selling Grade of Pistachios.
- packed in 5 lb. moisture-proof bags
- 12 5-lb. bags to a carton

"WHITE BUDS" — with the pure, thin, white salt coating.

"ROSE BUDS" —with the pure, certified, attractive red color.

DELICIOUSLY ROASTED & SALTED

RECOGNIZED DISTRIBUTORS IN ALL TERRITORIES

WRITE US TODAY

ZALOOM 3 STAR BUDS PISTACHIO NUTS

JOS. A. ZALOOM & CO.
America's Original Masters in Roasting and Salting of Pistachio Nuts
8 JAY ST. NEW YORK 13, N. Y.

"NEPS"
SANITARY VENDOR

2 Column
Large Capacity 40 Pakgs.
Counter or Wall Mounting
Sanitary White Blue Finish
All Aluminum Rust Proof
Mirror Front
10¢ Play
Immediate Delivery

PRICE
$44.70
each

SILVER-KING CORP.
622 Diversey Parkway Chicago, Illinois

25 BRAND NEW
AUTOMATIC JUICE
(CANS) MACHINES

10-cent coin operation. Dimensions: 75" height. 36" width. 26" depth. Holds 300 cans. 110 volt A.C. Refrigeration. dry cooled. 1/3 h.p. sealed-in unit. Best operating beverage dispenser made. A worthwhile and profitable investment.

P. K. SALES CO.
Cambridge, Ohio

Ops, Mfrs. See Consistent Gains

(Continued from page 96)

drinks are also out of the not-available class, with costs here, too, beginning to show a downward trend. Chocolate is the "steel" of the merchandise field; it remains as the big question mark, price-wise, for the candymaker and operator. But indications are that in spite of the high chocolate cost, candy prices will not start on a price climb, as manufacturers as well as retailers (operators) dislike to place limitations on their over-all market such as price hikes will be certain to bring.

In the bulk vending field, production and operation has taken on a new importance during recent weeks. Operators are finding bulk machines add a decided lift to over-all sales volume when used as companion units for present candy, cigarette, popcorn and drink vender installations, and routes of straight bulk machines are averaging higher grosses (ranging from 2 to 4 per cent) than at this same time last year.

In the soft drink phase of vending, the influx of new machines, and lower price machines, in both the cup and bottle types, holds forth promise of noticeable expansion during the months ahead. Growing receptiveness of theaters, retail stores (such as dime stores and supermarts) and service stations to drink machines is a definite trend that offers a wide field to operators. And with the improved hot coffee and hot sandwich venders, the food and refreshment vender picture is also a widening one that will receive its first real mass test this fall and winter.

Both candy and gum manufacturers report record highs for their 1947 sales and anticipate greater volume for 1949. Vender operators are expected to participate to an even more pronounced degree in these sales totals than in previous years, with penny stick gum again taking a strong upward jump in machine sales, comparing favorably with ball gum demand.

Cigarette venders have largely completed their coin chute conversion to handle quarters and report that the decline in sales because of the average 2-cent vender price rise has been surprisingly small. Operators in this field, too, are looking forward to a satisfying fall and winter sales rate.

Consensus is that straight down the vending machine line, from both operator and manufacturer viewpoints, the fall season that is just around the corner and the winter ahead will prove to be more than satisfactory in rate of equipment sold and merchandise vended thru both new and "veteran" machines on location over the nation.

Food Chain Installs Keeney Cig Machines

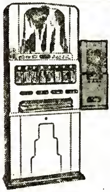
CHICAGO, Sept. 18.—J. H. Keeney & Company, Inc., announced this week installations of its electric cigarette vender in the 14 Penn-Turnpike Shops, Inc., along the 176 miles of the new express highway from Pittsburgh to Harrisburg. Firm, a subsidiary of the large Howard Johnson restaurant chain, provides the only stopping-off places along this stretch, which accommodates over one million motorists annually. Machines are owned and operated by the chain, which provides its own servicemen to stock and maintain the venders.

The Keeney machines are the first new units to be installed by the food chain since before the war, according to John Conroe, in charge of the Keeney cigarette division. The cigarette venders that are being replaced were also owned and operated by the food chain.

CANDY MACHINE OPERATORS

EARN ADDITIONAL, STEADY PROFITS FROM YOUR PRESENT LOCATIONS WITH THE NEW

MODEL "N"
ADAMS 1¢ GUM VENDOR



Consider the increased profits you can earn by attaching the Adams 1c Gum Vendor to each of your candy machines. You get additional sales—at higher gross profit with negligible increase in service costs.

Most candy machine operators find that there is a 1c gum sale for every sale of a 5c bar—your sales may be increased by 20% and can add more than 30% to your net profit.

The Adams 1c Model N Gum Vendor attaches to any make of candy machine. It's a tried, tested and proven vendor that is trouble-free and features simple, easy loading.

Adams is the oldest name in gum and is nationally advertised and known. It is delivered in six delicious flavors.

Try a few Adams 1c Gum Vendors attached to your candy machines in some of your best locations. You'll be convinced.

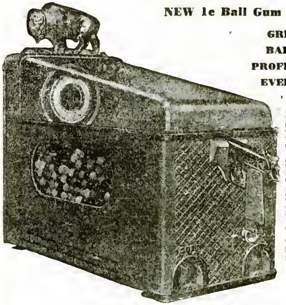
THE GUM VENDING CORPORATION
41 E. 42nd STREET, NEW YORK 17, N. Y.

NEW ANGLE—GETS THE MONEY WITH

CUSTOM BUILT "TARGET KING"

NEW 1c Ball Gum Vendor

GREATEST
BALL GUM
PROFIT MAKER
EVER BUILT



It's a whirlwind sharpshooter that no one can resist playing! If the player hits the target back comes his penny. If he misses he gets gum anyway — from the 2,000 ball gum magazine. A game of skill and an attractive vendor — all rolled into one. Strong, sturdy, finished in red and gray.

Operators' Special Price

$45.00
F. O. B. Aurora, Ill.

½ Down Payments, Balance C. O. D.
Distributed by
622 DIVERSEY PARKWAY SILVER KING CORP. CHICAGO 14, ILLINOIS

SPECIAL DEAL!
10
BALL GUM
VENDORS
FILLED
$99.50
FOR THE LOT
Filled with ⅝" Colored Bubble Ball Gum (75 lbs.)

Reconditioned 1¢ or 5¢
SILVER KINGS
Late Model
$7.95 EA.
Lots of 10
•
Sample, $8.95
Vends Pistachio Nuts, Peanuts, Cashews, etc.

NEW ASCO
1¢ or 5¢
ALL PURPOSE
VENDOR
$13.50 EA.
In Lots of 10
SAMPLE, $13.95
Specially built to vend Pistachios, Cashews. Vends accurately.

Colored Bubble Ball Gum, 25 lb. ctn. . . 27¢ lb.
Pistachio Nuts, med. size, 60 lb. ctn. . . . 73¢ lb.
Jumbo Salted Peanuts, 30 lb. ctn. . . . . . 28¢ lb.
1/3 with order, bal. C. O. D., F. O. B. Newark.
SEND FOR COMPLETE PRICE LIST
ASCO VENDING MACHINE EXCHANGE
55-57-59 BRANFORD STREET NEWARK 5, N. J.
BIGELOW 3-7744-5

IN STOCK!
Less than 25 $14.40
Less than 100 13.95
100 or more 13.40
•
Write for Prices on Models 33 Ball Gum, 40, 33, and Deluxe

EMPIRE COIN MACHINE EXCHANGE
1012 MILWAUKEE AVE. CHICAGO 22

VICTOR'S
MODEL V
The Operator's Choice is Model V, as it correctly vends ALL BULK MDSE. Charms, Peanuts, Candy and Ball Gum. No additional parts necessary.
Write us NOW for detailed information and prices.
A Product of
VICTOR VENDING CORP.
5701-18 Grand Ave.
Chicago 39

CHARMS CAN DOUBLE OR TRIPLE YOUR PROFITS IN BULK VENDORS.
Write now FOR LOWEST PRICES AND SAMPLES OF OUR METAL AND PLASTIC CHARMS, STONE AND CAMEO RINGS, WEDDING RINGS, KNIVES, JACKS, BALLOONS, SKULLS, ETC.
BECKER VENDING SERVICE • BRILLION, WISCONSIN

Popcorn Steady Profit Maker

(Continued from page 100)

to do his own popping. A lot of inexperienced operators favor it—and have gone to great lengths to insure a quality product with special kitchen-type equipment. It certainly assures freshness of the corn when it is delivered to the machine. The operator has a considerable degree of control over the raw product which he buys and all the difficulties that such choice involves. But when there is a shortage of quality corn he is at a disadvantage compared to the large supplier who can consistently get preferred supply sources. The individual operator cannot buy at the quantity prices that the supplier can. He may be tempted to cut corners by buying a cheaper grade of corn—but every experienced man in the business agrees that is business suicide.

Investment Needed

The minimum investment required in popping equipment is $600. The small operator with only a few machines is unable to justify that investment and the necessary time and other costs involved, tho a larger route may justify its own popping department economically. The break-even point is often put at approximately 50 machines.

Any operator going into this end of the business should consider carefully whether the assured volume of his operation justifies the additional investment and help required. Perhaps, because of the nature of his related business interests, the popping department could prove very profitable if overhead can be kept low enough.

The principal reason given by the typical small operator for doing his own popping is that he can do it himself, or hire help at low wages to do the job more cheaply than he could pay a supply house to do it for him. In view of the substantial initial investment and the genuine value of the manager's time, this appears to be a mistaken idea of economy. Establishing a popping department is, rather, something to be considered by the man who already has a substantial operation of machines established and can spread the overhead cost over them.

Three basic elements sum up the requirements for sound popcorn operation:

1. Cleanliness.
2. Quality and freshness of product.
3. Service.

Point-of-Sale Promotion

Merchandising of the product at point of sale is also important. In addition to the display value of the machine itself, appropriate sales promotion can be applied by the use of table tents and wall and counter signs.

Cleanliness is assured by most operators by seeing that their product is "untouched by human hands" from popper to customers. One national supplier (Pop Corn Sez) furnishes its product to operators in manila, glassine-lined sacks, which protect freshness and additionally keep out the sunlight which causes marked deterioration of popped corn. In this instance a four-peck sack is used because it is the right size for easy handling—when using larger paper sacks there is increased possibility of tear or breakage which would break the seal and admit air or moisture.

Such a detail as filling the machine allows some possibility of careless handling of the corn. Henry C. Lemke, a Detroit popcorn operator of many years' experience and at one time considered the largest operator in the field, trained his servicemen to use a clean paper bag or dish to catch any loose kernels that might fall around the top in filling, as well as in leveling off the corn in the magazine.

Service procedure varies with different operators and routes. Collection is normally made every two weeks, but refills of the machine are required more often on any active locations. A good location requires filling about twice a week—if machines drop consistently below that figure the location should be studied to see if its volume justifies the placement of a machine. Most operators believe in filling the machine frequently—in some cases daily.

Other operators prefer to leave a supply of corn in cans or containers with the location owner and give him a key to the machine so that he can refill it at need between regular service calls. Lemke, for instance, maintains that this gives the steady customers the impression that the machine is being constantly refilled, while a full machine makes some think the contents may not be fresh.

A simple but complete routine for the serviceman can be provided by a regular report form requirement. This is filled out every time a location call is made, but need be signed by the location owner only when a collection is made. This keeps a running inventory of corn delivered to each location, as well as a report of sales over a given period. Each report as it is turned in daily should be posted onto a cumulative card record for the machine so the operator has fingertip control of the business.

Points To Check

Especially valuable from the service standpoint are 10 rules to be followed by the serviceman on every call. There are five points to clean: outside, dome, waste hopper, waste bin and corn chute. And there are five points to check—corn level, bags, lights, machine level and location in store.

Selection of location is of prime importance—both in general and internally; that is, within the location itself. Bowling alleys are generally considered top locations, together with theaters and taverns. Candy stores, arcades and amusement parks make up a second group.

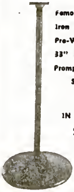
Position on location is preferably where the traffic is heaviest. Each location requires individual treatment, and only careful study will determine where the best spot is. Lemke insists that the machine must be in the front half of the building—others feel exceptional locations may have a good spot in the rear, especially where the machine is clearly visible.

Outdoor locations are becoming increasingly important. There used to be an outdoor manual dispenser in front of most candy stores adjoining theaters. The coin-operated machine is coming to replace many of these. Other excellent outdoor locations, according to De Schryver, who has been in close touch with many of the newer locations in his area, include drive-in restaurants and similar establishments, confectioneries, hamburger stands and gas stations.

Seasonal Locations

An interesting alternation of locations has been worked out by Nicholas Porosky of Detroit's Nu Way Popcorn Sales. This company, which now has about 50 machines, has found that sales slump in the summer in such favored locations as bowling alleys and also in drugstores, where they have a considerable number of machines. Their solution is to remove the popcorn venders in the early summer from bowling alleys and similar stops and place them at beaches and resort locations within a reasonable distance of the city. This type of location naturally is at its short peak at the same time of the year, and thus keeps business fairly steady.

Porosky, incidentally, is a firm believer in concentrating his route so that venders are in one part of the metropolitan area rather than scattered widely. In that way time and incidental costs of service and collec-



STANDS
Famous KING Heavy Cast Iron Bases and Pipe Stems. Pre-War Quality. 15¼" base. 33" high. Weight 21 lbs. Prompt delivery out of stock.
SINGLES or 1 to 5
$4.00 Each
IN LOTS OF 6 OR MORE
$3.75 EACH
WALL BRACKETS
For most any type vendor.
85c Ea. 50 or more 75c Ea.
ALL PRICES ⅓ DEPOSIT, BALANCE F. O. B. CHICAGO.
•
• WANTED •
Advance Unit "C", 1c or 5c used Stick Gum Machines. Also 6 or 8-column Stoner Univendor. State price, quantity, condition.
•
For Sale — New and Rebuilt Machines of all kinds.
KING & CO. 2702 W. LAKE ST. CHICAGO 12, ILL.

BUILT for OPERATORS
Northwestern
WORLD'S BEST BULK VENDERS
Designed and built to meet the demands of experienced operators, *Northwestern* bulk venders are generally recognized as the world's best! Famous for dependable performance, long life, and trouble-free service, these rugged machines are real money makers from the start. Make sure of your investment—insist upon *Northwestern*. Write for the name of your nearest distributor.
THE NORTHWESTERN CORPORATION
85 EAST ARMSTRONG ST • MORRIS, ILLINOIS

DUX BRAND
PAN CANDIES—
are the FINEST QUALITY in AMERICA! -Dark Brown Beans; Light Brown Beans, Rainbow Beans.
30 lb. CASE $6.60 F.O.B.—San Francisco
NORTHWESTERN BULK VENDERS-ALL MODELS-IMMEDIATE DELIVERY!
VIKING
SPECIALTY COMPANY
530 Golden Gate Ave.
San Francisco

WRITE FOR PRICES
Roasted and Salted Nuts of all types and Carded Nuts. Confectionery Items.
SPECIALISTS TO THE VENDING TRADE
San Filippo and Company
Nut and Confectionery Importers and Wholesalers.
37-65 77th St., Jackson Heights, L. I., N. Y.
Telephone: Hickory 8-2452

GIVE TO THE RUNYON CANCER FUND

TIME PAYMENTS ON "SILVER KINGS"
24 or More
¼ DOWN—20 WEEKS TO PAY
WRITE FOR DETAILS

Bigger Profits from locations are a natural with the all new Silver King Hot Nut Vendor.

Completely redesigned for sales-compelling eye appeal. Flashing ruby red jeweled top vendor.

$29.95

OTHERS LOW AS $10.55

Nut and Ball Gum Venders, 1¢-5¢.
U. S. and Foreign Coins.
Address mail to Dept. B.

T. O. THOMAS CO.
Phone 2131
1572 Jefferson Paducah, Ky

TIME PAYMENTS ON "SILVER KINGS"
24 or More
¼ DOWN—20 WEEKS TO PAY
WRITE FOR DETAILS

Bigger Profits from locations are a natural with the all new Silver-King Hot Nut Vendor.

Completely redesigned for sales-compelling eye appeal. Flashing ruby red jeweled top vendor.

$29.95

OTHERS LOW AS $10.55

Nut and Ball Gum Vendors, 1¢-5¢.
U. S. and Foreign Coins.
At All the Best Dealers—or Write

SILVER - KING CORP.
828 Diversey Parkway Chicago, Ill.

VICTOR'S CUSTOM-BUILT
UNIVERSAL
24 or more $13.50
1 to 23 13.95

EMPIRE COIN MACHINE EXCHANGE
1012 Milwaukee Ave.
Chicago 22, Ill.

PROVEN Money Makers!

WHY PAY MORE???
BUY DIRECT—SAVE 40%

TOM THUMB Vanders are time tested. Thousands in operation. Die cast, precision built—2 sizes, 1½ #, 38 interchangeable mechanism.

You should be able to earn $5.00 to $6.00 a week net per machine. ORDER FROM STOCK — immediate delivery (money-back guarantee on sample.

In Business Since 1884

WRITE FOR PRICES AND BULLETINS. (We distribute Victor Vending Machines.)

FIELDING MFG. CO., INC.
258 W. Pearl St. Jackson, Mich.
Department 25-25

tion are conserved. This rule cannot be followed too closely when suburban and resort locations are taken on, but a common sense balance between the two economic principles involved will point the solution for the individual operator.

Experience Advises

There are a number of operating "kinks" that have been learned by veteran operators like Lemke and Louis Marshall, of Kansas City, which may be summarized for the benefit of the newer operator:

1. Cold storage is recommended for the stock of unpopped corn.

2. Machines should be cleaned frequently. Marshall recommends monthly on busy locations. De Schryver recommends weekly cleaning, thereby eliminating need for bringing in the machine for a complete general cleaning at short intervals.

3. A location contract that will protect the operator, particularly assuring him the right to the location for some length of time after he develops it.

4. Bolting the machine to a wall will reduce loss from vandalism, accidental toppling and theft.

5. Sound financing for the new operator will enable him to buy enough machines to start in business on a profitable scale.

6. If bags are used that are larger than the amount of corn delivered have a printer cut them down to the right size so the customer won't think he received short measure.

7. Punch a hole or two in the bottom of bags used in theater locations so the youngsters can't make a nuisance by popping them.

Bowl-Type Dishes

8. Use of bowl-type dishes, tho slightly more expensive, pays off—encouraging additional sales.

9. Specially printed promotional slogans on the dishes—such as "Another dish is waiting for you"—help make more sales.

10. Keys to machines, left with location owners, should be firmly attached to a stick so that they cannot be lost.

11. All machines on a route should be keyed alike, and the key attached by a chain to the serviceman's belt.

12. Paper napkins will clean the inside of the glass better than a cloth; a damp cloth and Lava soap will cut away markings on the outside. Hot water cleaning of all except electrical parts at six-month intervals is recommended by Lemke.

13. Installation of a double socket and two smaller light bulbs will assure one constantly lighting the machine if the other burns out.

14. Handing out a few free dishes of popcorn to customers while a new machine is being put into the location will build good will and sales.

15. Offering servicemen a percentage of the collections for the first few weeks of operation is better business and gets higher quality new locations than a set fee for each new location.

Popcorn operation is more stable than some types of vending—there have been no important model changes by established manufacturers in the past three years, altho brand-new machines have been put on the market. This means that the factor of obsolescence is minimized. The widespread use of pre-war machines amplifies this statement.

Price Seesaw for Candy Ingredients Retains High Costs

PHILADELPHIA, Sept. 18.—A recent study of raw material prices, as paid by the average retail confectionery manufacturer, shows that while costs have dropped from 1 per cent to 72 per cent on six items, increases ranging from 7.9 per cent to 30 per cent have occurred on six other important ingredients, according to the Retail Confectioners' Association of Philadelphia (RCAP).

Thus price hikes have tended to nullify benefits of price cuts, resulting in the holding of current candy costs, and advancing the possibility that price increases may be made. Chocolate coating has been the greatest instigator of high operating costs, and some trade spokesmen have advanced the suggestion that promotion of uncoated candies such as fudges, brittles, taffies and caramels may serve to keep prices down and also to break the high cost of cocoa.

Ingredients found to have decreased in cost, compared to a year ago, were fruits (3.8 per cent), sugar (9.4 per cent), corn sirup (7.9 per cent) and nut meats (almonds, 23 per cent; pecans, 73 per cent), while those subjected to increases were chocolate (24 per cent), milk (30 per cent), butter (7.8 per cent) and peanuts (11 per cent). Packaging material costs, too, were on the uptrend, with boxes and paper increased by 25 and 10 per cent respectively.

Cocoa Price Dips; Demand Off 15%

NEW YORK, Sept. 18.—High cocoa prices were down slightly during the last two weeks, falling to 41¾ cents per pound, effecting a saving of 4 cents from the previous high of 46 cents per pound which prevailed five and six weeks ago. Trade spokesmen here attributed the decline to price resistance at the confectionery store level, and cited the fact that cocoa use is running an approximate 15 per cent below that of 1947.

With the reduction, however, cocoa cost still remains over eight times as high as the pre-war nickel-per-pound price.

Syracuse To Reduce Sales Tax in March

SYRACUSE, Sept. 18.—City sales tax here will be reduced from 2 per cent to 1 per cent on items sold at retail, beginning March 1 next year. Reduction will include cigarettes, confectionery and allied products.

City council passed the bill following Mayor F. J. Costello's request.

Del. Firm Incorporates To Operate Drink Mchs.

DOVER, Del., Sept. 18.—Stewart-Chase Canteen Corporation filed a charter for incorporation with the secretary of State this week. Purpose stated was to operate soft drink and other automatic venders.

Capital, 500 shares no par value.

SUCCESS, PART TIME

(Continued from page 98)

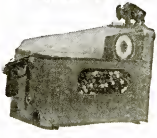
unused—space which will return plus-income to the location.

Surveying Locations

A wise move for the operator, Sandvig points out, is to survey the potential location before approaching the manager. Know exactly where you want to put your vender, and why you want to put it there, and you will have minimum trouble convincing the location, Sandvig asserts.

Thus far, Sandvig has never used a lease agreement with his locations. He prefers an oral contract as the most convenient and "painless" method. But he is definite in all of his oral agreements on all of those points which should be clearly understood between operator and location: What type of machine is to be placed, what commission will be paid, in what form commissions will be paid and how frequently, how often the machines will be serviced and the like.

Eventually, Sandvig intends to devote full-time to his merchandise and service vending equipment. When that time arrives, he plans to concentrate on stamp venders and scales.



TARGET KING
BALL GUM VENDOR

A Combination Skill Game and Merchandise Vendor. Has Eye Appeal and is of Sturdy Construction. Large capacity. Size: 10"x15"x18".

OPERATORS PRICE
$45.00
EACH. F. O. B. St. Louis.
DISTRIBUTOR TERRITORY OPEN
INQUIRE ABOUT TERRITORY NOW!

VENDORS, INC.
520 N. GRAND BLVD., ST. LOUIS 3, MO.

VICTOR'S NEW
MODEL V-K
It's Outstanding!
Vends Everything! Investigate the many new features incorporated in this great new bulk vender. Write us NOW for detailed information and prices.
A Product of
VICTOR VENDING CORP.
5701-13 Grand Ave.
Chicago 39

ALL VICTOR MACHINES
recommended and sold on
TORR TIME PAYMENT PLAN
Pay for same in 18 weekly payments
WRITE FOR DETAILS
SPECIAL PRICE
FOR MONTH OF SEPTEMBER ONLY

RAIN-BLO BUBBLE BALL GUM
Packed 85 Lb. to Carton

	⅝s	170s
Less than 100 lbs.	30¢	30¢
100 lbs. and over	29¢	29¢
1000 lbs. and over	26¢	27¢
Spotted and Striped	40¢	40¢

Freight paid on 100 lbs. or over

Pistachios, Large Red, 50 Lb. Ctn.	80¢ Lb.
Pistachios, Small Red, 50 Lb. Ctn.	80¢ Lb.
Virginia Peanuts, 30 Lb. Ctn.	28¢ Lb.
Spanish Peanuts, 80 Lb. Ctn.	28¢ Lb.
Licorice Gems, 775 Ct., 87 Lb. Ctn.	26¢ Lb.
Jawbreakers, 575 Ct., 88 Lb. Ctn.	22¢ Lb.
Chocolate Confetti, 450 Ct., 34 Lb. Ctn.	36¢ Lb.
Pee Wee Rainbow Peanuts, 38 Lb. Ctn.	25¢ Lb.
Pee Wee Boston Baked Beans, 38 Lb. Ctn.	24½¢ Lb.

FULL CASH WITH ORDER.

ROY TORR LANSDOWNE, PENNA.

ATTENTION
POPCORN VENDING MACHINE OPERATORS

Increase your machine profits with SupRpopt hybrid specially popped corn. Packed in one bushel moisture-proof bags, 12 bags to shipping carton. Shipped anywhere. Can also furnish excellent reconditioned POP CORN SEZ hot popcorn vendors.

Wire or write us for prices.

DWIGHT HAMLIN CO.
5958 BAUM BLVD., PITTSBURGH 6, PA.
HILAND 8410

FOR SALE
18 5¢ Chocolate Mint Candy Machines
8 5¢ Nut Vending Machines
BEST OFFER TAKES THEM
R. E. GLEESON
7620 E. Marginal Way, Seattle 8, Wash.

FALL BIZ OUTLOOK BRIGHT

Expect Hyped Income; Mfrs. Output Steady

Many Ops Augment Routes

CHICAGO, Sept. 18.—After more than a year of wallowing around in a mire of steadily declining profits and watching their losses mount almost by the hour, operators of music machines are only now beginning to see their way out of the worst financial difficulties they have ever experienced. And the consensus is that with the fall season now under way the business hypo will get under way in earnest.

There are several basic factors behind their reasoning: (1) Operators have cut down their purchases of new equipment, replacing only completely worn units. By following this procedure they are finally paying off the large obligations which they assumed shortly after the war when new equipment became available and they purchased in large quantities. (2) The worst of the television competition for the year is over. The baseball season cuts more deeply into the juke box play than any other type of televised programs. Altho a stiff schedule of football and other fall and winter sports will follow baseball, these telecasts will tie up the juke box only about one-third of the time that baseball did. (3) Fall and winter finds more persons seeking indoor recreation, as compared to the summer and the outdoor recreations. This means that such top juke box locations as bars, taverns, bowling alleys, etc., will go into their heavy season, and the music equipment will benefit accordingly.

The manufacturing picture for the fall is also bright. AMI continues

(See Increased Income on page 118)

See Less Tele Competition as Set Sales Soar

NEW YORK, Sept. 18.—The research bureau of the National Broadcasting Company here has completed a survey of the number of television receivers in use as of August 1, 1948, which reveals that 484,350 sets were actually in operation as of that date. With the total number of sets in operation increasing at the rate of approximately 60,000 per month, operators of music equipment in larger cities where the bulk of the tele sets are located are looking forward to less competition in public locations from tele as more and more home sets are sold.

Actual breakdown of the sets in use, according to the survey, is as follows: New York, 243,200; Philadelphia, 55,100; Chicago, 33,700; Los Angeles, 27,200; Washington, 15,500; Baltimore, 13,700; Boston, 12,900; Detroit, 12,300; St. Louis, 8,700; Schenectady, 7,400; Cleveland, 7,000; St. Paul, 5,600; Milwaukee, 5,000; New Haven, 4,800; Cincinnati, 4,200; Buffalo, 3,800; Toledo, 1,800; Richmond, 1,600; Atlanta, 800; Salt Lake City, 600, and other cities, 19,450.

According to estimates, there were 540,000 television sets in use September 1.

Michigan State Fair Visitors See Juke Boxes in Operation

DETROIT, Sept. 18.—The value of a fair as a missionary location for coin machines was demonstrated amply in both the amusement and vending fields by Wolverine Music Company during the 10 days of the Michigan State Fair which closed Sunday (12). The company, under the direction of Bud Engelhart, placed three Aireon juke boxes and four Wolverine shoeshine machines in the Coliseum and various buildings in the fairgrounds—each in actual operation. The juke in the Horticultural Building was set to play continuously, giving free music for the fair visitors, but the others functioned on a regular basis. The company also did television installation on the fairgrounds.

A salesman from the company was on hand at all times, circulating between the different machines. When a small crowd started to gather he would step up and identify himself and go over the selling features. At times, on the bigger days, it required three salesmen on duty to handle the crowds.

Over 250 inquiries were received for machine locations, according to Engelhart. These were secured from location owners in such typical but various fields as automotive wash racks, barber shops, beauty parlors, bowling alleys, drugstores and hotels. The company, which is distributor for the Aireon line, as well as operating in another county, then sells the machines installed on the new location to its operator-customers. The essential importance of the fair as a source of new locations, and consequently of more opportunities to sell machines, was amply demonstrated.

The Wolverine shoeshine machine is a new product being manufactured locally, to be distributed nationally by Wolverine Music or an affiliated organization.

Iowa Operators Complete Association Organization

DES MOINES, Sept. 18.—The Iowa Automatic Music Operators' Association (IAMOA) was formally organized at a meeting held here this week with nearly 50 Iowa operators in attendance at the start of the new organization.

Several meetings had been held previously by the operators and as a result a total of 42 charter members signed to start the organization. The charter will be kept open for new members with an intensive membership drive under way to contact every operator in the State.

Elected as president of the new organization was Leo Miller, of the Iowa Music Company, Inc., of Cedar Rapids. Verne Howard, Des Moines, was named vice-president, and Don Hall, Spencer, who had been serving as chairman of the organization committee, was selected as secretary-treasurer.

Board members named included Harold Birney and Dave Johnson, Sioux City; Joe Epstein, Des Moines; George Alberts, Cedar Rapids; Lee Hedded, Fort Dodge; Les Chapman, Carroll; Morrie Rosenstien, Marshalltown; Cecil Bottger, Keokuk; Bob Manville, Davenport; Chas. Vestrem, Arnolds Park, and Jess Wadell, Charles City. Four other board members will be named later to fill out the 15-member board.

Epstein was named chairman of a committee to draw up the by-laws and Martin Kallsen, of Ocheyedan, was named chairman of the membership-drive committee. Kallsen will appoint district members of his com-

(See Iowa Operators on page 116)

N. Y. Ops Nix Weekly Calls, Stop Singing Tele Blues

By Is Horowitz

NEW YORK, Sept. 18.—Current reduced juke box takes, caused primarily by increasing competition from free location television, have not dismayed at least two large operators here who are maintaining and enlarging their routes on a profitable basis by dispensing with traditional rules of service.

The generally accepted New York rule of the one-a-week service call, except for very old machines in absolute minimum-take locations has been completely reversed by Nat Goros, of Commercial Amusement Service, and Max Schiffman, of Premier Music Company. Instead, these operators now make it a practice not to visit any location, regardless of size of take, more frequently than every other week. And they space out calls to low take stops as far apart as four weeks.

By far the large majority of operators here, who hew to the normal weekly stop formula in fear of alienating location owners if they should stop, are as yet critical of Goros's and Schiffman's break with tradition. It can only lead to a deterioration of their routes, they say.

But the two innovators tell a far different story. Having reduced their overhead costs per machine almost in half by spacing out service calls, their plan enables them to effect savings at almost every level of operation. And they claim that experience has shown their plan to be sound. Schiffman instituted his new operating plan early last spring; he has been an operator for 12 years. Goros has used his spaced-out-service-call plan even longer.

Service Doubled

Their prime savings revolve around the greater number of juke boxes a serviceman can attend to now. Where normally a serviceman takes care of 50 to 60 locations, their servicemen

(See N. Y. Ops Nix on page 117)

Aireon's Chi Experiment Is Under Way

Plan Hypoed Sales Drive

KANSAS CITY, Kan., Sept. 18.—With plans now moving ahead for consummation of the reorganization as approved by the U. S. District Court here last week *(The Billboard, September 18)*, Aireon Manufacturing Corporation officials are now going ahead full blast with the "Chicago Experiment," it was reported this week. This plan, already set in motion, calls for a factory-to-operator sales program in the Chicago area, with Fred Mann, regional sales manager for the manufacturer, in charge.

According to Bernard D. Craig, general sales manager for Aireon, the firm has taken larger quarters in the Loop area in Chicago, and will have a complete showroom set up with all Aireon equipment, including the Coronet 400, Golden Bell, Fiesta and Blonde Bombshell models, on display. A complete spare parts department will also be maintained at the headquarters.

Shifted to Chicago for the new set-up, John Bennett will act as factory sales representative for Aireon in the Chicago area, operating under the supervision of Mann. However, as Mann will continue to oversee sales thruout the Midwest region, Bennett will be the major contact between the factory and operators in Chicago.

Craig, in reporting the new set-up, reported that the firm would attempt a "stepped-up sales campaign in Chicago" as soon as possible.

While plans move ahead to consummate the reorganization, which is expected to be completed by the end of this year, production of all Aireon phonograph equipment continues at the firm's plant here. It was learned that all five divisions of the company, including the speakers, communications systems, government contract, oil containers and automatic phonographs, are now housed under the same roof.

No Record Shortage Noted as Yet Due To Ban; AFM Offers Plan

NEW YORK, Sept. 18.—With the American Federation of Musicians (AFM) recording ban now more than nine months old, operators of music equipment are still reporting no shortage of disks. Meanwhile a possible break in the ban was seen this week when James C. Petrillo, AFM president, made a new proposal to the record manufacturers wherein the strike could be ended.

Petrillo suggested to the disk manufacturers here that they could allow the union to continue to receive royalties on records without violating the terms of the Taft-Hartley law. This could be accomplished, according to Petrillo, by appointing a non-union trustee to handle the royalties, which are the basis of the dispute. These funds would be in charge of the trustee who could spend them only for non-profit concerts in amounts and areas designated by the union, and only with the approval of the AFM.

OPS PICK STANDARD MONEY-MAKERS

Star Dust emerges as top juke box draw among all-time favorites; four songs selected for list did not appear on Peatman's radio sheet.

By NORM WEISER

THE 35 standard songs with the largest radio audiences, as estimated by the Peatman Survey, in order of their standing, vary considerably with the 35 top standard tunes which customers actually lay out money to hear, according to a survey conducted by *The Billboard* among hundreds of operators of music equipment thruout the country. While the operators agreed with 31 of the 35 choices on the Peatman list, they added four songs of their own to the list, thereby displacing four from the Peatman list, and shuffled the standings of the Peatman list in regards to the popularity of the 31 remaining tunes as far as juke box play was concerned.

Operators, voting 51,279 points to *Star Dust*, placed Hoagy Carmichael's all-time favorite in the No. 1 spot on their list with a comfortable margin of 4,193 votes to spare. The same song, on the Peatman sheet, ranked seventh. In gaining first place in the operator poll, *Star Dust* proved to be a nationwide favorite, drawing top votes from all parts of the country, as compared with many songs which drew heavy regional votes, but failed to make the top 35 because they did not have the national appeal. Too, operators, in selecting *Star Dust*, pointed out that the song was a year-round favorite with patrons, drawing as many nickels in June as it does in January.

Radio audiences and juke box players were obviously in close accord on the merits of Cole Porter's famous *Begin the Beguine*. Pacing the Peatman list in the No. 1 position, *Beguine* fell into the second-place post in the operator list with a total of 47,086 points, far ahead of its nearest rival. As was the case with *Star Dust*, *Begin the Beguine* was a strong contender thruout the country, and in all seasons of the year.

The No. 3 selection of the operators, *Blue Skies*, was No. 2 on the Peatman list, and was the only other song in the first five to follow closely in line on both listings. The all-time favorite polled a total of 34,742 votes in the balloting.

The song which has been identified with Ted Lewis for the past two decades, and which live show audiences have whistled and sung every time they have seen Lewis perform, obviously has stuck with the populace who play the juke boxes. For operators placed *On the Sunny Side of the Street* in fourth place on their list, as compared with the Peatman rating which placed the song in the 32d spot. Operators gave the song a total of 33,683 votes to jump it up 28 positions in their rating. *Sunny Side* replaced *Night and Day* in the fourth place on the Peatman sheet, with the latter tune tumbling to sixth place on the operator list.

In fifth place, according to the operators' votes, was *Always*, another song which appeared on the Peatman sheet, but rated 28th place in that list. *Always*, pulling 32,966 votes, pushed *Smoke Gets in Your Eyes* out of the top five, with that tune dropping to 13th place in the juke box list.

Newcomer Hits

Only one song on the Peatman sheet, *Easter Parade*, was still in the second five after the operators' votes had been tabulated. *Night and Day*, fourth on the radio list, was in sixth position on the juke box list with 31,681 points. *Temptation*, roosting in 13th place on the radio list, jumped into seventh position on the juke box list, polling 31,130 points. *Star Dust* had placed seventh on the Peatman list.

Picking up one place, operators gave 31,088 points to *Easter Parade* to move that all-time favorite into eighth place on their list, as compared with its No. 9 rating on the Peatman sheet. The Irving Berlin tune, while definitely seasonal in over-all appeal, was considered a strong enough year-round nickel puller to hit in the top 35 tunes. Another Irving Berlin song which drew a tremendous number of votes, but which was specifically voted for only because of its seasonal value, was *White Christmas*, which failed to make the winning circle because it was not considered a year-round money-maker on music machines. *Easter Parade* replaced *All the Things You Are* which was No. 8 on the Peatman list, but which dropped to 20th place in the music machine voting.

Unlisted in the radio standings, but pulling strong enough with operators to place in the top 10 on their list, *Beer Barrel Polka* finished in the No. 9 position on the juke box list, piling up 30,043 points, only 45 points less than the eighth place winner. *Beer Barrel Polka* was a write-in selection by operators, who reported the tune was, in many cases, the No. 1 selection in their location over the past few years and, in some specialized locations, the only song falling in the standard classification which they used on their machines.

Another Irving Berlin song, one which had the added emphasis of a motion picture revival only a few years ago, fell into the 10th place spot on the juke box list when the final votes were in. The song, *Alexander's Ragtime Band*, moved up from 15th place on the radio list, gathering 27,140 points in the operators' balloting.

Music machine men took sharp exception to the radio standings in voting on the song, *April Showers*. Ranking 33d on the latter list, operators put together a total of 26,471 points to push the tune into the 11th place position on their list.

In 12th place, according to the juke box tabulations, was *My Blue Heaven* which drew a total of 24,998 points to move from 27th place on the radio listing. *Smoke Gets in Your Eyes*, the hit tune from the Broadway musical, *Roberta*, which placed fifth in the Peatman rating, dropped to 13th place in the juke box poll, gaining 24,565 points in the voting.

Juke Extras

CHICAGO, Sept. 18.—The nation's juke box operators voted four songs into the top 35 standard songs of the past year, pushing out a like number of tunes which the Peatman survey had placed in the Standard With Largest Radio Audience listings.

The operators, by giving 30,043 points to *Beer Barrel Polka*, not only placed the song in the top 35, but gave it enough strength to place ninth in the list. *South*, by gathering 13,493 points, entered the list in 21st place; Tommy Dorsey's *Boogie Woogie*, showing exceptional strength thruout the country, was given 12,261 points to place 25th, and *In the Mood*, made famous by Glenn Miller, wound up in 33d place with 7,066 votes.

Body and Soul, another in the long-time, all-time hit classification, which was in 16th place in the radio ratings, moved up two notches in the operators' poll to take over 14th place. The song received 21,870 points. *Embraceable You*, a Gershwin hit, which roosted in 10th place in the Peatman list, dropped into 15th place in the juke box listing, with 20,607 points, nosing out *I Can't Give You Anything But Love, Baby* by 196 points. The latter song, however, jumped ahead 10 places in the music machine listing, gathering a total of 20,411 points.

Tea for Two, another of the long parade of songs made famous on the Broadway stage, advanced five positions to win the 17th place on the juke box list with 17,857 points, while *Dancing in the Dark*, with 16,684 points, followed in 18th place, an advance of two positions from the Peatman rating. Also moving up two rungs in the standings was *Tico Tico* which took over 19th place with 15,788 points.

South Hits

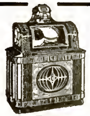
Dropping from eighth place on the radio list to 20th place was *All the Things You Are*, which wound up with 14,441 points. Moving into the 35 top tunes, in 21st place, the operators gave 13,493 points to *South*, a tune which failed to show in the radio list. *South* edged out *What Is This Thing Called Love?* which dropped

(See Ops Pick on page 118)

Juke Box Standard Favorites

July, 1947, to July, 1948

RATING	SONG TITLE	POINTS
1	Star Dust	51,279
2	Begin the Beguine	47,086
3	Blue Skies	34,742
4	On the Sunny Side of the Street	33,683
5	Always	32,966
6	Night and Day	31,681
7	Temptation	31,130
8	Easter Parade	31,088
9	Beer Barrel Polka	30,043
10	Alexander's Ragtime Band	27,140
11	April Showers	26,471
12	My Blue Heaven	24,998
13	Smoke Gets in Your Eyes	24,565
14	Body and Soul	21,870
15	Embraceable You	20,607
16	I Can't Give You Anything But Love, Baby	20,411
17	Tea For Two	17,857
18	Dancing in the Dark	16,684
19	Tico Tico	15,788
20	All the Things You Are	14,441
21	South	13,493
22	What Is This Thing Called Love?	13,177
23	Ol' Man River	12,998
24	Lover	12,862
25	Boogie Woogie (Tommy Dorsey)	12,261
26	Oh, Lady Be Good	11,505
27	Somebody Loves Me	11,479
28	Where or When	10,522
29	Just One of Those Things	9,937
30	Summertime	9,928
31	Man I Love	8,850
32	Take Me Out to the Ball Game	8,832
33	In the Mood	7,066
34	June Is Bustin' Out All Over	6,854
35	I Know That You Know	6,180



THE "Manhattan" BY PACKARD

(1) NATIONALLY PREFERRED PRODUCT
(2) DIRECT TO OPS SALES PLAN

ONLY PACKARD GIVES YOU BOTH!

Write Today For Confidential Price List For Operators

PACKARD MANUFACTURING CORP.

Indianapolis 7, Ind., U. S. A.

WE ARE GOING OUT OF THE MUSIC BUSINESS

WE HAVE ON HAND

1 OR 15 LATE MODEL PHONOGRAPHS

IN ORIGINAL CRATES

All Different Makes—Write for Price

5 USED SEEBURGS—1946 MODELS

WE WILL ACCEPT LATE CONSOLES IN TRADE FOR PHONOGRAPHS

FRANK SWARTZ SALES CO.

515-A Fourth Ave., South Nashville 10, Tenn.

Phonograph Route For Sale

Located in LAS VEGAS, NEVADA, a 24-hour town. 36 Phonographs, mostly WURLITZERS 1947 and 1948 Models. CONTINUOUS MUSIC by wire in the finest Resort Hotels and Bars. Locations within a 2-mile radius. Permanent Army Air Base now being activated. Excellent opportunity and will stand rigid investigation.

P. O. BOX 607 NORTH LAS VEGAS, NEVADA

Iowa Operators Complete Association Organization

(Continued from page 114)

mittee in an effort to contact all the operators.

The group decided to include all juke box and novelty and amusement machine operators in the State in their organization.

Formal organization of the group followed several months of active work by the organization committee and a series of meetings. It is the first State-wide organization established in Iowa in recent years.

Charter members of the organization are as follows: Lee W. Hedded, Fort Dodge; William Buckman, Fort Dodge; R. L. Manville, Davenport; Verne Howard, Des Moines; E. M. Edwards, Des Moines; S. T. Lee, Shenandoah; Everett S. Beck, Hamburg; M. G. Shutt, Red Oak; Martin Music Co., Worthington; Marco Music Co., Marshalltown; Lee Hart, Oskaloosa; Earl Mitchell, Grinnell; Donald A. Young, Eldora; Vestrem Novelty Co., Arnolds Park; Coin Operated Service, Keokuk; C. Howard Henry, Chariton; Soo Music Service, Inc., Sioux City; Superior Sales Co., Inc., Des Moines; Hooker Novelty Co., Arnolds Park; Amuse-O-Matic Co., Fort Dodge.

Also Williams Novelty Service, Fort Dodge; M. A. Gemricher, Polk City; Don Hegeman, Waukon; Jack Jeffreys, Osceola; Johnson Automatic Music Co., Sioux City; Conard Music Co., Cherokee; Spencer Automatic Phonograph Co., Spencer; Edward L. Jordan, Cedar Rapids; Oxley Novelty Co., Cedar Rapids; Frank Lewis, Cedar Rapids; Alberts Music Co., Cedar Rapids; Chas. E. Novak, Cedar Rapids; Iowa Music Co., Inc., Cedar Rapids; M. C. Watson, Cedar Rapids; M. P. Coffman, Cedar Rapids; Red Ramond, Cedar Rapids; Modern Mucis Co., Davenport; Jess Waddell, Charles City; L. R. Chapman, Carroll; Trienen Music Co., Sioux City; O. E. Carpenter, Cedar Rapids; Bottger Novelty Co., Fairfield; Harry Bertoncini, Des Moines.

Cincy Operators Set October Hit Song; Cut Dues

CINCINNATI, Sept. 18. — The Automatic Phonograph Owners' Association (APOA) here held its regular monthly meeting Tuesday (14) and selected as the hit tune of the month for October *I Still Get a Thrill*, as recorded by Francis Craig and his orchestra. Special display cards and title strips will be used in connection with the song next month, with the two promotional pieces supplied by the Hit Record Company.

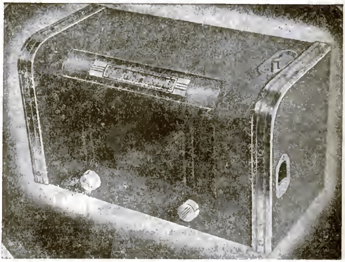
With a heavy representation present, members of the association voted for a general reduction in association dues, to become effective October 1. A special committee, headed by William Fitzpatrick, had been appointed several months ago to study this move. Their favorable recommendations led to the final passage.

Magnificent, NEW LAVOIE COIN RADIOS

At a FRACTION of Original List Price!

GREATEST PERFORMING RADIO of its type Made by the PIONEER Manufacturer of Coin Radios—with every wanted feature for successful public operation and complete PROTECTION OF PROFIT.

Every Machine Modern, Perfect



To make available immediately manufacturing facilities for big government project, 1700 of these top quality coin radios — previously sold by the thousands at $60.00 list — will go at a fraction of this price.

Quotations will be based entirely on quantity wanted. We will sell in lots of any size: 2, 5, 10, 20, 50 . . . or any number up to 1700. First come, first served.

Bear in mind this is the FINEST table radio of its kind you can buy. Beautiful, practical . . . absolutely TAMPER-PROOF. Is equipped with famous AMERICAN TIME CORPORATION TIMERS, newest, most scientific and positive slug detector and rejector. Flush button clears coin mechanism of bent coins, foreign objects, pins, etc. without servicing. Anti-tilting device guards against recovering coin deposit or extending cycle of play. Also has AUXILIARY VOLUME CONTROL — ELECTROSTATIC ANTENNA — TUNED RADIO FREQUENCY STAGE for perfect playing in poor signal locations, etc., etc., simple and trouble free.

Write, WIRE or TELEPHONE for descriptive, illustrated folder and quantity prices (be sure to state quantity). But DO IT TODAY — NOW. This requires ACTION! The opportunity lasts only as long as present stock exists.

U H F

Lavoie Laboratories

MORGANVILLE, N. J.

N. Y. Ops Nix Weekly Calls, Stop Singing Tele Blues

(Continued from page 114)

can handle almost double that number. Or if they can't actually double the number of machines under their care, their extra time can be utilized for other company duties. Not the least of these is the soliciting of new locations.

Bi-weekly service calls further effect savings in gas and other transportation expenses, when equated against the total number of machines in the route. Economies such as these make it possible to include in their routes locations which under normal service conditions would be losing propositions.

Yet another saving is effected on record expenses, say Goros and Schiffman. While the average operator sets aside about 10 per cent of his gross income for the purchase of new disks, they have been able to reduce such expenses by about 40 per cent. Each time a serviceman visits a location to empty the cash box he is expected to leave a few new records. But if he gets around every two weeks, instead of every week, it is not necessary to hand out twice the usual number of records, they point out. One or two more disks will leave a location owner happy, they add.

Sizable savings are also realized by being exposed only half the time to the custom of leaving extra change, any amount in excess of round dollar figures, with the barkeeper or other location representative, Goros and Schiffman say. Over a year's time, such savings mount up and can help provide capital for the purchase of new equipment.

They counter the claim by other operators that infrequent visits make for poor operator-location relations. Critics of their procedure suggest that in the case of top-money arrangements, storekeepers would cast covetous eyes at the "double takes" removed from machines as the operators' share every two weeks. They point out that it may lead to demands for a reduction of the operators' cuts.

However, Goros and Schiffman state that in practice this doesn't hold true. They say the storekeeper can be shown that percentage-wise his income still bears the same relationship to the operator's.

Undeterred by criticism by those they characterize as "timid," both expect to continue to operate under their present set-ups. Their location owners are accustomed to less frequent servicing now, and if repair calls are promptly attended to, a point they are both meticulous about, they expect to maintain cordial relations.

"In fact," said Goros, "if I tried to go back to weekly service calls, my locations would object. They'd say I was taking up too much of their time."

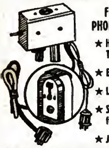
Aireon Appoints Philly Distrib

NEW YORK, Sept. 18.—The Fred Stumm Company, Philadelphia, has been appointed distributor of the Aireon music machine line in Eastern Pennsylvania and Southern New Jersey, Ben Palastrant, the manufacturer's Eastern regional sales manager, announced here this week.

Located at 337 South Lawrence Street, the firm is headed by Fred Stumm, president. Harold Salis is sales manager of the outlet's Aireon division, with Harry Johnson as chief mechanic. The firm also distributes Lehigh Industries' PX cigarette machine.

Pianissimo

CHICAGO, Sept. 18.—Mixing the new with the old is Floyd Pedone's plan when he acquires the proper music rolls for his two coin-operated player pianos. Since his locations have learned that his company, Little Amusement, has the pianos, a clamor has arisen from each for the instruments. "I'll have to move the pianos from one spot to another to please all my stops," he said. The wax-whirling jukes in those locations sporting the coin pianos will be kept in operation, Floyd says, so as to please the public taste for latest hits as well as the most ancient oldies.



GENERAL ELECTRIC
Reluctance Magnetic
LIGHTWEIGHT PICKUP
FOR ALL PHONOGRAPHS
★ Highest Quality Tone
★ Easy on Records
★ Long Life
★ Simple Installation
★ Just Plug In

Seeburg, complete with PRE-AMP, GE pickup, lightweight tone arm, electric cancel	$19.95
Wurlitzer, complete with PRE-AMP. GE pickup	$14.95
Electric cancel extra. $4.00	
Kits for A. M. I., Rock-Ola and Aireon	$14.95
PRE-AMP only, to be used with any type pickup	$9.95

For the above and other makes write for complete information. Send in your sample order today—be convinced.
⅓ Deposit. Balance C. O. D.
ADVANCE MUSIC CO.
1606 Grand Ave. Kansas City, Mo.

PHONOGRAPH
Distributorship Available
Leading, established nationally advertised JUKE box manufacturer has excellent proposition for live-wire distributors in following territories: Albany, Buffalo, N. Y.; Williamsport, Harrisburg, Pa.: Norfolk Richmond, Lynchburg, Va. Lowest priced phonograph and accessories in industry. Terrific potential. Many of our distributors now making $40,000 per year upward.
BOX 350, Billboard
1564 Broadway New York 19

FOR SALE

Wurlitzer 800	$185.00 Each
Wurlitzer 850	200.00 Each
Model 100 Wall Boxes	5.00 Each
Model 120 Wall Boxes	10.00 Each
Model 185 Steppers	15.00 Each

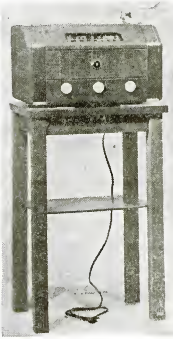
All equipment in good working order.
Phonos equipped with new G.E. Pickup.
Terms: One-Third Deposit, Balance Sight Draft.
MUSIC SERVICE CO.
2860 Southwest Blvd. Kansas City 8. Mo.

What Am I Offered?
FOR SALE
3000 brand new Records, includes Victor, Columbia, Signature, Davis, Majestic, ARA, Black and White. Write to
BOX D-51, c/o The Billboard
Cincinnati 22, O.

WANTED
We are interested in large lots of top label records. These must be new records.
Write or Wire
SHELDON'S RECORD CENTER
31 Tremont St. Boston 8, Mass.

• 40 SELECTIONS
AMI MODEL "B"
B ♥
Here's the card that trumps them all!
♥ B

AMI Incorporated
127 NORTH DEARBORN STREET, CHICAGO 2, ILLINOIS



BUILT LIKE A BATTLESHIP
FOR YOUR SECURITY . . .
ALL STEEL CABINET WITH DOUBLE LOCKS
OUTSTANDING RECEPTION
LOCAL AND FOREIGN BROADCASTS
PRICED LOW FOR *QUICK PROFITS*
This Radio is in a class by itself for appearance, reception and earning power.
FULLY GUARANTEED FOR 90 DAYS BY BRADLEY
Equipped with American Timing Devices and Coin Rejector . . . Set to play 2 hours for 25c.
Start a Profitable Operation Today With a Bradley
"SURE WINNER"
Minimum Order, 4 Radios
⅓ Deposit, Bal. C. O. D.
$34.50 Each
F. O. B. Chicago
With solid oak table, finished in light oak.
BRADLEY ASSOCIATES, INC.
1652 N. DAMEN AVENUE CHICAGO 47, ILLINOIS
Phone: ARmitage 6-8198

Ops Pick Money-Makers

(Continued from page 115)

from sixth place in the radio chart to 22d place on the music machine list, with a total of 13,177 points.

Voting for the 23d position, the operators again varied with the Peatman list. This time *Ol' Man River*, the famous Jerome Kern song from *Show Boat*, won out with 12,998 points, but dropped from its 17th place standing in the opposing list. Showing an even greater drop in the standings was the song, *Lover*. Listed in 11th place on the Peatman sheet, *Lover* was voted into the 24th place position by the operators, with a total of 12,862 points.

Added Starter

In 25th place, and gaining momentum as the voting went along, was *Boogie Woogie*, the Tommy Dorsey recording which has proved to be a steady money-maker on the nation's juke boxes. Unlisted on the Peatman list, *Boogie Woogie* piled up a total of 12,281 points in the operator balloting.

One step behind *Boogie Woogie* and five steps ahead of its former listing, *Oh, Lady Be Good* racked up 11,505 points to secure 26th place on the list. Just 28 points away was *Somebody Loves Me* in 27th place, as compared with its number 12 rating on the radio list. *Where or When*, hit tune from the Broadway musical, *Babes in Arms*, dropped 10 places in the standings to come to rest in the 28th spot in the operators' poll with 10,522 points.

Dropping from third place in the radio listing to 29th in the music machine poll, *Just One of Those Things* remained in the top 35 songs by polling 9,937 points. Nine points below was *Summertime*, in 30th place, five steps below its radio rating.

Final Five

With literally hundreds of titles to choose from, those tunes landing in the top 35 had a fight on their hands all the way. In the last five positions were four of the standards on the Peatman list, and one new entry voted into the picture by the juke box operators.

No. 31 in the operator list, *Man I Love*, dropped two steps from its 29th rating on the Peatman list, gathering 8,950 points. *Take Me Out to the Ball Game*, which sat in the 23d position in the radio list, was 32 on the operator rating with 8,832 points. Nosing into the top tunes was *In the Mood*, with 7,066 points, to take the 33d position, ahead of *June Is Bustin' Out All Over*, with 6,854 points. In 35th place, with 6,180 points, was *I Know That You Know*, which had ranked 19th on the Peatman list.

Sectional Favorites

CHICAGO, Sept. 18.—Just as there are certain songs that are heavy favorites at special times of the year, so there are songs, according to the nation's juke box operators, which pull heavily and consistently in certain sections of the country. In this category fell such songs as *Missouri Waltz*, which had a large vote in the Southwestern part of the country; *Tippin Inn*, an Erskine Hawkins recording which drew heavily in the South; *Sugar Blues*, consistently a good draw in the Midwest, and *Summit Ridge Drive*, which was another regional favorite.

Many operators advised that they had machines placed in Italian, Jewish, Irish, German and French neighborhoods where they used semi-classics performed in the native tongue peculiar to the area which far outdrew any of the standard favorites on their other equipment. *Hungarian Rhapsody* was one recording which fell in this classification.

Four Replacements

With *Beer Barrel Polka*, *South*, *Boogie Woogie* and *In the Mood* moving into the top 35 tunes by virtue of the points they accumulated from juke box operators all over the country, four songs which had appeared on the Peatman list failed to make the juke box listing. These four standards were *Liza*, which had been in 14th place; *Falling In Love With Love*, 24th place; *Someone To Watch Over Me*. in 30th position, and, finally, *Yesterdays*, which had held down the 35th position on the radio list.

Op Comments

While many of the hundreds of operators polled on their selections for the top 35 standards on juke boxes had specific comments to make regarding this type of song as a money-maker, only a few can be used. Following are a few of the reactions from operators selected at random:

"In my opinion, standard songs are definite money-makers," said James W. Mills Jr., Mills Music Company, Montgomery, Ala. "By placing them on the machines at properly spaced intervals, the operator not only saves money, but satisfies his customers. Each generation thinks the songs they danced and romanced to are the best and can't be equalled."

C. Barnes, an operator in Bournansville, N. Y., had the following to say on the subject of standards:

"I have always contended that about 10 or 12 records get 90 per cent of the juke box play. No phonograph needs over 16 records. On a 24-record machine you usually have 8 or 10 records that get little play. Customers want the late pieces.

"Music, aside from the classics, is comparable to women's clothing styles. When a style has passed its peak of popular favor, it is finished. None of the songs listed on the Peatman sheet would get more than a few plays a week in my locations."

Seasonal Favorites

CHICAGO, Sept. 18.—Of the many songs which are seasonal in nature and content, only Irving Berlin's *Easter Parade*, which the operators voted into eighth place, and *Take Me Out to the Ball Game*, pulling 8,832 votes to garner the 32d position, placed in the top 35 standard songs most played on the juke boxes thruout the country from July 1, 1947, thru July 1, 1948.

However, several hundred operators, in casting their votes, specifically named *White Christmas*, another Berlin composition, as a heavy nickel lure on their equipment during the holiday season.

One operator in Chicago reported there was one tune which was a big seasonal favorite—the season when the American Legion held its convention (either State-wide or city-wide) in Chicago. The tune? *It's a Long Way* to *Tipperary*.

Rob South Carolina Jukes

CHESTER, S. C., Sept. 18.—Two music machines were smashed by vandals who burglarized the Frances Cafe here and made away with the cash boxes. Ops were unable to determine how much money the burglars took. Nothing else in the cafe was disturbed.

Standards With Largest Radio Audiences

July, 1947, to July, 1948

RADIO RATING	SONG TITLE
1	Begin the Beguine
2	Blue Skies
3	Just One of Those Things
4	Night and Day
5	Smoke Gets in Your Eyes
6	What Is This Thing Called Love?
7	Star Dust
8	All the Things You Are
9	Easter Parade
10	Embraceable You
11	Lover
12	Somebody Loves Me
13	Temptation
14	Liza
15	Alexander's Ragtime Band
16	Body and Soul
17	Ol' Man River
18	Where or When
19	I Know That You Know
20	Dancing in the Dark
21	Tico Tico
22	Tea for Two
23	Take Me Out to the Ball Game
24	Falling in Love With Love
25	Summertime
26	I Can't Give You Anything But Love, Baby
27	My Blue Heaven
28	Always
29	Man I Love
30	Someone To Watch Over Me
31	Oh, Lady Be Good
32	On the Sunny Side of the Street
33	April Showers
34	June Is Bustin' Out All Over
35	Yesterdays

Increased Income Expected; Manufacturers' Output Steady

(Continued from page 114)

in full production at its Grand Rapids, Mich., plant, and sales are reported especially heavy in Chicago and New York. Expansion of the Filben distributorships has hypoed that company's sales, and production in their Chicago plant continues at capacity.

A major factor in the fall picture, manufacturing-wise, is the approval of the Aireon reorganization plan, which was officially okayed last week in Kansas City, Kan., by United States District Court. Aireon officials report that the firm is in production on its complete line of coin-operated phonographs, including the Coronet 400, Blond Bombshell, Golden Bell and Fiesta models. Firm expects to consummate the reorganization by the end of the year and is augmenting its production and distributor set-up with a "Chicago experiment" (see story in this issue) to hypo factory-to-operator sales in that area.

Wurlitzer officials have stated that their current stocks are rapidly being dispersed and that production of phonographs at their North Tonawanda plant should resume shortly. Rock-Ola and Seeburg are both in production on equipment here. Packard, in Indianapolis, is also reported to be producing new juke boxes.

Augment Income

Plans wherein operators could substantially increase their income from their music machines are also taking shape within the industry. One of the major moves in this direction at this time is the attempt to place commercial singing jingles in juke boxes on a rental basis corresponding with the time basis in radio. This program is well advanced here in Chicago, with at least one major beer company now studying the plan for immediate use in every juke box in a location where their product is sold.

Other plans include spreading the scope of the operation to include games and vending and definite promotional programs such as hit tunes of the month.

Record Reviews

(Continued from page 32)

RATINGS (100 Point Maximum) 90-100 TOPS • 80-89 EXCELLENT • 70-79 GOOD • 40-69 SATISFACTORY • 0-39 POOR

POPULAR

ARTIST	LABEL AND NO.	TUNES	COMMENT	OVER-ALL	DISK JOCKEY	DEALER	OPERATOR
ART MOONEY ORK	MGM 10260	*There's a Barber in the Harbour of Palermo*	One of those everything-but-the-kitchen-sink arrangements which dominate the Mooney book; if those "Clover" hits were more than fads then this may cause some stir.	80	80	75	85
		The Night Has a Thousand Eyes	Bud Brees accounts for a pleasant vocal; ork's okay on this pic tune.	68	67	66	70
HELEN FORREST-HAROLD MOONEY ORK	MGM 10262	*What Did I Do?*	Helen chirps this pic plug to a fare-thee-well; one of her very best; backing could have been stronger.	85	85	85	85
		I Love You Much Too Much	Chirp again sings wonderfully on this rarely heard oldie; plenty of schmaltz in the arrangement.	77	80	75	75
BILLY BUTTERFIELD ORK	Capitol 15189	*Stardust*	Billy repeats his solo from his Artie Shaw recording days and adds some for this fine reissued waxing.	72	76	70	70
		Jalousie	Edge is off this tune; it's been waxed to death in the past year; still a good jump version; also a reissue.	67	68	66	67
DENNIS DAY-CHARLES DANT ORK	Victor 20-3015	*I'd Love To Live in Loveland With a Girl Like You*	Day delivers a schmaltz-laden version of the current plug revival.	70	70	70	70
		I Love You	Day's tenor does well with this pretty evergreen but only Day fans will like it good enough to buy.	64	62	64	66
SAMMY KAYE ORK-THREE KAYDETS	Victor 20-3017	*The Click Song*	Cute collection of hokum wrapped up as a dedication to Frank Palumbo's Philly nitery.	67	67	65	70
		Here Comes the Milkman	Pretty feeble novelty marks a low for the Kaye crew.	65	65	65	65
BOBBY WORTH-THE SOPHISTICATS	Castle 1258	*Rendezvous With a Rose*	Subdued, pleasant warbling of the sugary ballad.	77	76	75	78
		Harbor Lights	Same hushed and tasteful treatment of oldie.	74	74	74	74
ALAN SCHACKNER	Signature 15212	*El Cumbanchero*	Fiery harmonica pyrotechnics at an exciting, breakneck rumba tempo.	83	85	81	83
		By the Fireside	More high-grade mouth-organ music here on an original styled in the tradition of a European folk melody.	79	80	78	77
BILLY ECKSTINE-SONNY BURKE ORK	MGM 10250	*I'll Be Faithful*	Billy sings this oldie extremely well; ork backing only fair.	77	77	75	79
		Everything I Have Is Yours	This evergreen Eckstine does even better; should be a big side for the singer in boxes.	84	85	82	85
BOB EBERLY-THE SUNSHINE SERENADERS	Decca 24492	*One Has My Name the Other Has My Heart*	Clever, original Western torcher handsomely done in pop style by Eberly's vibrant projection-laden baritone. Side could inaugurate pop vogue for the tune.	83	84	82	84
		Just a Little Lovin'	The Eddy Arnold rhythm folker gets a pleasant, bouncy warbling, with Eberly loose and relaxed in the good Crosby rhythm tradition.	77	77	76	78
GUY LOMBARDO (Kenny Gardner-The Lombardo Trio)	Decca 25405	*By the Light of the Silvery Moon*	Reissue of the standard; sounds dated enough to sell.	74	74	73	75
		Cuddle Up a Little Closer, Lovey Mine	Ditto.	74	74	73	75
FRANKIE LAINE (Carl Fisher Ork)	Mercury 5174	*Singing the Blues*	The ancient jazzman's favorite — immortalized by Bix and Louis—chanted in typical Laine fashion; smart guitar and clary instrumental passage.	82	85	80	80
		Thanks for You	Laine's fans should dig this creeping tempoed rendition of the ballad.	72	74	70	72
DON RODNEY	MGM 10272	*Rendezvous With a Rose*	Rodney sings the seemingly blossoming song straight and cleanly for a couple of choruses.	75	72	75	78
		I Don't Want To Meet Any More People	Ditto with the Frankie Carle plug song.	60	58	60	63
DINAH SHORE (Harry Zimmerman Ork)	Columbia 38299	*Lavender Blue*	Cute ditty from the coming Walt Disney "So Dear to My Heart" flick; sounds like it has considerable potential.	87	87	86	88
		So Dear to My Heart	Title song and ballad from same movie is an above average tune and is soothingly handled by Dinah.	83	86	83	80
WALTER SCHEFF (Jeroy Duet-Bern Ard)	Spire-3002	*Rendezvous With a Rose*	Coming sleeper ballad warbled in straightforward, robust fasion by Scheff. Straight delivery balances super-sentimentality of lyric.	76	76	76	76
		Faithfully Yours	Tired organ solo.	50	50	50	50

(Continued on page 128)

Use of Jukes In Ballrooms Setting Trend

Offers Added Income

DETROIT, Sept. 18.—Growing use of non-coin-operated juke boxes in ballrooms here and thruout the Midwest, in lieu of in-person orchestras and combos, is a recent trend that may boom into nationwide prominence in coming months. Music operators, between battling higher equipment and operating costs and striving to clear a profit on the same pre-war per-play price, and in many areas encountering television competition as a still further profit slicer, have in a mounting number of instances turned to supplementing their regular coin-play locations with rental units in ballrooms.

Operators who have done this, in this area, maintain that such machines are a profitable operation. They are assured of a regular take each week (ballroom rental fee) and they continue to service the operation and record requirements of the machine as in the usual location with the knowledge that the break-even point will always be passed. Some operators have stated that such a type of location automatically does away with the big nickel-play question, and while it may not return grosses comparing with the cream-type coin-play location, it nevertheless surpasses most of the marginal and strictly neighborhood spots.

With this thought dominating the operation attitude of most of the operators who have such ballroom rental installations, it is easy to picture a common mushrooming of similar juke-ballrooms across the country. Fly in the dance-to-wax trend ointment, tho, is twofold; unions are expected to take some kind of counteraction should the juke trend become too popular too fast, and the two big licensing organizations, ASCAP and BMI, would also step into the picture.

In the case of the two licensing groups, they will attempt to set up a license arrangement for juke-ballrooms, similar to such performance licenses for radio, niteries and other avenues using live music. In fact, BMI, recognizing the juke-ballroom trend, is already eyeing such spots as a possible source of royalties, basing the fee on the spot's capacity. But dealings for both the union and the licenses problems, would be with the location, not the juke op. The owners and music operators, therefore, may be faced with agreeing on how to pay the performance fee to the licensing organizations. Whatever may eventually occur, the ball is rolling on the dance-to-juke path.

Music Soothes

CHICAGO, Sept. 18.—When milady visits the swank dress department at Marshall Field department store here, she can try on her dresses or sit at a counter and make her purchases and never disturb a hair in her coiffure. For the store now has music to soothe the buyer's ravelled nerves as she goes thru the rigors of store shopping. And the music is provided by a Mills automatic phonograph, which is set to play on and on without a nickel being inserted. It is understood that the unit is on location at the request of the store, with a rental fee being paid the operator for use of the equipment. A wide variety of tunes are included to assure listening pleasure for all.

BE INDEPENDENT!

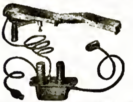
BUILD YOUR OWN BUSINESS

As little as $500 starts you on the road to independence with very little effort and time. Do what thousands are doing while holding down your present job. Write for details today.

Columbian Products Co.
505 N. LaSalle St. CHICAGO 10, ILL.

LIGHTWEIGHT PICKUPS

For All Wurlitzer and Seeburgs
Perfect Tone—Easy on Records



Nothing to change just plug it in

JACOBS MANUFACTURING CO., INC.
Stevens Point Wisconsin
Sole Canadian Distributor
ST. THOMAS COIN SALES, LTD.
St. Thomas, Ontario, Canada

WIRED MUSIC

8 A.M.I. WIRED MUSIC UNITS
Offered for Sale to the

HIGHEST BIDDER

This Equipment Is Complete and Ready for Operation

EACH UNIT WILL SERVE
10 LOCATIONS

Wire or Write Your Offer

BOX 205, c/o The Billboard
155 N. Clark St., Chicago 1, Ill.

COINMEN YOU KNOW

Chicago:

Morrison Hotel here and the city in general was bursting with representatives of leading distributor firms from all parts of the country. Big deal concerned second in a series of National Coin Machine Distributor Association (NCMDA) Chicago meetings. Latest sessions began with a meeting of distributor members in Parlor G of the Morrison Tuesday (14), followed by a joint session with Chicago game manufacturers the next day (15). Consensus was that closer co-operation between distribs and game makers will result.

Addition to Exhibit Supply's new plant is rapidly approaching the final stages. Circus, the firm's latest five-ball featuring the agitator bumper, is drawing well with operators, Joseph Batten, Exhibit vice-president and general manager, reports. Frank Mencurl, firm's arcade equipment sales specialist, started his vacation Wednesday (15). He will be back September 27.

William J. Suter, general manager of Morcoin, Ltd., Manila, P. I., returned to the Philippines after spending nearly two weeks here. Suter, who has done a great service to the industry in general by helping to win coin machine good will in the Philippines, made the trip via air and visited Bally officials Ray Molonay and George Jenkins, and also Sam Wolberg and Sam Gensburg, of Chicago Coin Machine Company, while in the States.

Other Bally visitors during the week included L. J. Lempic, of the Victoria (Tex.) Amusement Company; A. B. Cooke, Durango, Colo., newspaperman and game inventor, and Vic Perry, St. Lucas, Ia., operator. A group of visiting distributors joined Bally officials in helping John Kantro, of Bally's receiving department, celebrate the arrival of his first grandchild. Among the distributors taking part in the fete were Bill Marmer, Sicking, Inc., Cincinnati; Lew London, Philadelphia; Ben Becker, New York, and Jack Rosenfeld, St. Louis.

(See Chicago on page 122)

Miami:

Joe Mangone, of the All Coin Distributing Company of this city, is busy, with orders for the new Gottlieb five-ball game, Barnacle Bill, rolling in as fast as the shipments can be made. A few days ago Joe slipped in his bathtub and fractured his right thumb. . . . Mr. and Mrs. DeWitt (Doc) Eaton (he recently joined Supreme Distributors here) and Mr. and Mrs. Lou Koren and their son, Donald, spent an evening together recently at the Variety Club.

Willie (Little Napoleon) Blait, who heads Supreme Distributors, reports he signed up a new customer last week, the order coming all the way from South America. Willie says the new customer ordered over 100 pin ball machines, and explained that the equipment would be used to open up new territories in South America that had never before seen amusement machines.

John Saxon, of the Ace-Saxon Machine Company here, reports that the new Keeney cigarette vender is going over well here. Saxon recently placed an order for more Keeney units for his operation. . . . Quite a few out-of-towners were here last week, many of them, like Morris Hankin, looking for some relief from their hay fever attacks. Also visiting were M. Manning, Manning Music Company, Palm Beach, and Fred House, from Sarasota, both of whom were searching around for new equipment for use on their routes this fall.

Boston:

Penny vending operations in this area continue to be confined almost exclusively to peanuts, with the reason advanced that candy manufacturers cannot afford to make penny confections suitable for vending machine sales. Mrs. Margaret Kedlan, executive of New England Confectionery Company (NECCO), one of the largest former suppliers of penny vending items, this week said that the cost of chocolate is so prohibitive that making a wrapped item for penny vending machines is impossible. Company does put out bolsters in the penny size, boxed, but these are not wrapped and not suitable for penny venders.

Philadelphia:

Veedco Sales Company, distributor of candy, cigarette and merchandising machines and supplies, has enlarged its facilities with the purchase of a building on Market Street. Altho renovations are not yet complete, the firm is already doing business at its new address, a three-story building with 6,000 square feet of floor space. In addition to distributing, Veedco, owned by Sam Koff and managed by Roy Shim, also manufactures globes for penny and nickel venders.

Des Moines:

Vincent Bradley, prominent coin machine operator at Creston, Ia., was killed recently in an auto accident near that city. His brother, who opened the Bradley Music Company, was killed during the war. Spiv Williams, who has been associated with Bradley recently, is now operating the business. . . . Bill Strait, Des Moines operator, came in for some publicity recently thru his trap-shooting skill. Strait ended in a tie for top honors in the shoot but lost out in the shoot-off for first-place honors.

The recent meeting of the Iowa Automatic Music Operators' Association brought many operators to Des Moines. It was one of the largest gatherings of Iowa operators in recent years. The association has opened its membership to any juke box operator or any novelty or amusement machine operator.

Dallas:

The B & B Sales Company, manufacturer and distributor of coin-operated radios and vending machines here, has leased quarters in the new $108,000 six-unit building recently completed in the Trinity Industrial District. Firm plans to take over the new headquarters immediately.

New York:

Victor Trad, Tradio president, returned last week from a trip to Boston where, he reports, Tradioette and Tradiovision activity has hit a new peak. Eddie Mango, Tradio representative in Southern California, and his wife were visitors to the manufacturer's plant in Asbury Park last week. They spent the week-end with the Trad family in Deal.

The board of directors of the Automatic Music Operators' Association (AMOA) met Tuesday (14) in their first confab since the summer. The association's 11th annual dinner-dance, set for October 23 at the Waldorf-Astoria, was prominent on the agenda. . . . Al Goldberg, local music op, nursing a sprained ankle after falling off a horse last Sunday (12). He had just rescued his wife, who was riding a runaway horse.

Ben Horowitz, of Albena Sales, reports his export biz is holding up well. . . . Joe Hanna, of the Hanna Distributing Company, Utica, visited coin row last week. He says that he may soon call a State-wide meeting of the new trade association he is sponsoring. The meet will be held in a centrally located city. Top execs of Coin Machine Industries, Inc., may attend and address the New York coinmen.

***This Week* magazine, Sunday supplement of *The New York Herald Tribune*, featured a story on automatic laundry stores Sunday (12). Called *Freedom From Drudgery*, the article notes the increasing number of men who use the facilities of the stores housing automatic washers. The paper quotes Aid, Inc., in an estimate that approximately 20,000 units are being operated in the city.**

Harry Berger, head of West Side Distributing Company, has moved back into his old headquarters at 612

(See New York on page 123)

Cincinnati:

A large representation turned out for the regular monthly meeting of the Automatic Phonograph Owners' Association which was held Tuesday (14) at the Hotel Gibson. With Sam Chester, president, presiding, other officers in attendance included Harry Hester, vice-president, and Charles Kanter, secretary-treasurer. In addition to selecting its October hit tune, and approving a slash in dues, the members discussed their Christmas party and appointed a committee consisting of William Fitzpatrick, chairman; Ray Bigner and Charles Kanter to make further arrangements.

Members attending the meeting included Ray Bigner, Lon Schoenlaub, Dave Tavel, Ed Wenninger, William Fitzpatrick, Frank Michaels, Abe Pearlmulter, Phil Ostand, Al Chasson, Morris Kleinman, Bill Harris and Sam Gerros. . . . Gene Stellens, vice-president of the Permo Company, Chicago, was a guest at the meeting, as were Warren Deaton, John Deaton; Max Callison, Capitol Records; Lee Uht, Columbia Records; Maurie Rose and L. Epstein, Hit Record Company; M. Marthaler, Decca; Mike Brawley, Art Distributors; Harold Drayson, MGM Records; Ted King, W. E. Harvey Record Company; John M. Holer and George Parkhill, Phio Appliance Company, and Sam Klayman, Klayman Music Shop.

St. Louis:

Vendors, Inc., of this city, national distributor for Silver King's Target ball gum vender, announced this week that regional distributors are now being appointed for the recently introduced unit. Firm states that queries on the Target King have arrived from Honolulu and Puerto Rico.

Turning Back the Clock

15 Years Ago This Week

Sept. 16, 1933.—Clinton S. Darling was placed in charge of the National Association of Coin-Operated Machine Manufacturers (NACOMM) Chicago office, association secretary O. Gullicksen announced. . . . Manufacture and design of new pin games with new playing principles was seen as the result of the adoption of the anti-piracy code evolved by NACOMM. Advocated by Dave Gottlieb, Jack Keeney and Walter Tratsch, the code is being backed by other prominent members of the trade.

At a special meeting of over 200 pin game operators in Los Angeles last week, a new association was formed, to be known as the Operators' Association of Southern California (OASC). Former association, Protective Association of Coin Machine Operators of Los Angeles County, was dissolved. Latter was dropped because membership had dwindled down to less than 30 members. A seven-man panel drew up the charter for the new group. The panel consisted of Joe Orcutt; O. W. Blackford; E. A. Smith; Will P. Canaan; H. A. Stearns and Mr. Blanford and Mr. Rawlings. Funds for legal representation, offices and a secretary were to be raised by dues, assessments, and a 50-cent per machine tax to be paid by several Eastern manufacturers, who have offered to do so, on games shipped to Southern California.

Maurice J. Feldman and Barney Katz formed the Feldkay Amusement Games Company to operate routes of machines in Detroit. Feldman, in the coin machine business for over 10 years, was formerly active in Chicago. Firm planned to operate vending machines. . . . Charley Lichtman, of New York Vending Company, reported that his firm had shipped 27 crates of pin tables to a Puerto Rico operator. Shipment was ordered after restrictions against pin operation in that country were lifted.

D. Robbins & Company, New York, bought out the Eagle Coin Machine Company, also New York, this week. Frank Regland, Eagle owner, planned to concentrate on the operation end of the coin machine business. . . . Jack Palmer, manager of Palmer Sales Company, Detroit, stated that the corner candy store was still a prime coin machine location, proving to be a better gathering place than the recently repopularized beer gardens. . . . Nat Cohn, Modern Vending Company, New York, reported his first sale to Turkey. A shipment of 10 Chicago Club House machines was sent to Istanbul, and was purported to be the first such shipment to that country.

10 Years Ago This Week

Sept. 17, 1938.—J. H. Keeney & Company introduced its new Hit Number game. A five-ball, free replay award game, it was stressed as being "considerably lower in price" than previous free replay units. Firm was also pushing its nine-coin, three-dial console, Triple Entry, and the seven-coin, three-dial Track Time.

U-Need-a-Pak Sales, New York, introduced its new five-column candy vender in a Boston hotel showing September 10. Among company officials attending showing were Leo Willens, vice-president, and Carl Lipman, sales manager of the merchandiser division. . . . O. D. Jennings & Company debuted a new race horse console, Multiple Racer. Bert Perkins, firm's sales manager, stated the console would be delivered to operators on a 10-day free trial basis, and that if it did not boost play by half, a full cash refund would be given.

Ray Maloney, Bally Manufacturing Company president, announced that the firm's double-chute bell hit full factory production. First of the new ball's boosters was L. Walling-Jones, of Automatic Machines, Ltd., Johannesburg, South Africa, who paid the Bally plant a visit. The Bally Popper, hot popcorn vender, was being manufactured for a receptive field, according to firm's officials. Machine, of the manual type, boasted a tall white cabinet, glass topped, and a Vanak slug-proof coin chute. . . . Jimmy Johnson, official of Western Products, Inc., Chicago, announced the release of a new game, Derby Time. Game, a console type, is available in both a single and multiple coin model.

Rock-Ola Manufacturing Corporation featured its new Playboy unit, a coin-operated juke speaker. Coin speaker, console type to spot on floor, was designed for use in very large locations, or those having extra rooms, where patrons would have to walk excessive distances to the juke box itself.

Los Angeles:

Al Weymouth, who handles Electro, Reddy-Nickels Coin Changers and Vendall machines in this area, on a biz trip to Fresno and other valley towns. . . . Marie Solle, W. A. Leuenhagen Company, is sending out vinylite samples of current hits to the coin operators on her mailing list. She got the idea over the Labor Day week-end at the Del Mar Club in Santa Monica. . . . Larry Jackson, of Leuenhagen's Record Bar, got the limit of doves in Moorpark last week. . . . Bill Jones, of MGM Records, filling orders on Pico Street.

Frank Butterfield, of E. T. Mape Company, wishes his friends would stop giving him cold remedies. He'll suffer it out alone, he says. . . . Jimmy Johnson, Globe Distributing Company, Chicago, visiting Paul A. Laymon Company. Other Laymon visitors were Jerry Cooper, Riverside, and John Ketcherside, Long Beach.

Coinman Harold Sharkey looking over Bud Parr's new Olympic shuffleboards in the System Amusement Exchange office. George O'Mea, road man for Parr, is working in the office for two weeks while Fred Gaunt tries out the fishing at Ensenada.

Jack Simon, of Sicking Distributors, back from a week's biz trip to Phoenix and Tucson, Ariz. He's patiently waiting for another shipment of Gunco's Screwball. . . . Bud Holloway, San Bernardino coinman, dropped in to see the boys at Minthorne Music Company. . . . H. G. Sherry, of Local 1052, IBEW, coin-operated machines, is attending the union's convention in Atlantic City. . . . Sammy Donin and George Warner returned from a Reno, Nev., trip in time to hold down the fort at Automatic Games while Danny Jackson took off for a San Luis Obispo vacation. . . . Art Linsk, accountant for California Music Company, passed out cigars with both hands last week. The missus presented him with mixed twins.

Ray Powers, of the Ray R. Powers Company, reports that the new score units on the small Catalina rebound shuffleboard are going well. He's setting up distributors around the country to handle the boards. E. E. Peterson dropped up from San Diego to visit Powers. . . . C. A. Robinson, of the C. A. Robinson Company, likes Nevada so well that he's decided to prolong his stay for another week. . . . While William R. Happel Jr., prexy of Badger Sales, was in Portland, Ore., he had two visitors—E. L. Willard, Paso Robles coinman, and Carl Robertson, of Anaheim.

Detroit:

Dave Usher, of the Emanon Record Company, is moving his headquarters to 2823 Cortland Avenue, and incidentally, bringing out two new releases, featuring Bob Murphy's *Tall Boy in the Third Row*. . . . Isadore Edelman, of the Edelman Amusement Devices; Samuel J. Rose and Joseph Kanterman, well known among Michigan operators, have incorporated the Edelco Manufacturing & Sales Company with a capitalization of $45,000. . . . David Ruen, of the Falcon Distributing Company, manufacturers of the new Falcon shoeshine machine, is on an extended sales trip thru the East, leaving his brother, Robert Ruen, in charge of the factory here.

Chester Rozinski and Edward A. Gorney, of the Mercury Athletic Scale Corporation, are working out a new sales policy for their line. . . . Arthur Levin and Henry Weltz, of the Lynco Coin Machine Company, who have disposed of their entire output of roll-downs, are tooling up their plant here for early production of a new game. . . . Edward A. Gorney, head of the Mercury Athletic Scale, is leaving next week for a 10-day trip to South Africa in connection with his business.

Indianapolis:

Sam Weinberger, Southern Automatic Music Company, distributors of Seeburg phonographs, was in Chicago last week on business. . . . Rex Hassler has been added to the service department at the Janes Music Company. . . . David Wire, home office representative of the Rock-Ola Manufacturing Company, was a visitor at Indiana Automatic Sales Company September 16. . . . Albert Bland, service manager at Southern Automatic Music Company, is vacationing. . . . Anna May Bannister, of Bannister & Bannister Distributing Company, who has been on the sick list for several months, is recuperating at home.

Peter Stone, of the Indiana Automatic Sales Company, is spending most of his time calling on operators over the State. . . . James and Jack Miller, operators at Columbus, Ind., visited coin row last week and bought some new equipment. . . . Roy Hammer, formerly in the motion picture business in the sales end, has entered the concessions business. His interests are mainly in placing coin-operated candy machines in theater lobbies. . . . O. M. Dailey, operator at Newcastle, Ind., visited coin row and bought new equipment and parts.

Abe Fleig, president of the Music Operators of Indiana, Chapter No. 1, is investigating the many rumors about additional State and city tax levies. . . . Roma Brown is the new secretary at the Arrow Distributing Company. . . . H. A. Dailey, operator at Richmond, Ind., was a business visitor at the Arrow Distributing Company, buying new AMI equipment.

Hartford:

There's been talk in the cigarette vending trade concerning the question of why local smokers who buy their cigarettes from vending machines have to pay 2 cents a pack—22 cents instead of the former price of 20 cents and the present over-the-counter price of 21 cents—despite the fact that the recent wholesale price jump to distributors averaged only four-fifths of a cent per pack.

One of the city's cigarette vending machine operators, Abe Wasserman, owner of Self-Service Sales, in commenting on this question, said: "Don't blame me, because it's just one big headache as far as I'm concerned. If I had my way, our machines would go back to a straight 20 cents a pack and then everybody, including the venders, would be happy."

He added this point also: "Now we have to hire help to insert 3 cents into each pack we sell. That's change for the quarter the customers insert. They have to get paid out of that penny extra we are forced to charge.

"Then there's the additional expense of installing the mechanism, which will accept a quarter piece in addition to nickels and dimes which we formerly used. We have to pay the mechanics who put these in out of that extra penny."

Wasserman says that it's still too early to determine whether the increase has cut sales a great deal. "We are still busy converting machines. Until we have completed this operation 100 per cent, there is no way of knowing. So far we have been paying out and taking nothing in. It's very difficult to tell what the sale will be when we are 100 per cent converted," he concluded.

Ralph Colucci, owner of the State Music Distributing Company, local juke box distributors, was among those in attendance at the reception held at DePasquale's Restaurant recently honoring Peggy Lee, Capitol Records singing star. Miss Lee played at the State Theater, Hartford.

Look To The GENERAL For LEADERSHIP
BEST BUYS IN AMERICA'S FINEST, CLEANEST
RECONDITIONED 5 BALLS

CONSOLES
Reconditioned
Jennings SILVER MOON TOT., F.P. .... $ 48.80
Baker PACERS, used less then 6 months, latest model, very clean 350.00
Bally BIG TOP, animal reels 39.50
Evans GALLOPING DOMINOES, walnut cab. 69.50
Evans RACES, latest model, conv. 495.00
Keeney PASTIME 150.00
Keeney 1938 SKILL TIME 79.50
Keeney TRIPLE ENTRY 89.50
Mills FOUR BELLS 69.50
Mills FOUR BELLS, 5-5-5-25¢, late heads, over 2200 .... 125.00
Pace SARATOGA, two tone-rails 69.50

Convertible Free Play—Payout
Keeney BONUS SUPER BELL $275.00
Keeney TWIN BONUS SUPER BELL, 5¢-5¢ or 5¢-25¢ 450.00
Bally CLUB BELL 43.50
Bally DELUXE DRAW BELL 295.00
Jennings SILVER MOON TOTALIZER, conv. with escalator head 88.80

ARCADE EQUIPMENT
ACE BOMBER $150.00
TOTAL ROLL 89.50
WILLIAMS ALL STARS 275.00

AMBER .... $ 39.50
BAFFLE CARD 36.50
BALLYHOO 45.00
BIG HIT 28.90
BOWLING LEAGUE 69.50
CO-ED 99.50
CYCLONE 98.50
FLAMINGO 79.90
FLYING TRAPEZE 79.50
HI-RIDE 49.50
HONEY 49.50
KILROY 39.50
LADY ROBIN HOOD 139.50
LUCKY STAR 59.50
MARJORIE (Flippers) 65.00
MIDGET RACER 29.90
NEVADA 79.90
PLAYBOY 49.50
ROCKET 49.50
SMARTY 39.50
STATE FAIR 89.50
SUPERLINER 95.00
SUPER SCORE 29.50
TORNADO 49.50
VANITIES 68.50

Terms: 1/3 cash with order, balance C. O. D. Write for our complete bulletin.
CMI MEMBER
Member National Coin Machine Distributors' Association.

GENERAL Vending Sales Corp.
BIDDLE & HOWARD STS. Phone: Vernon 4119 BALTIMORE 1, MD.

It's Revolutionary
SCREW BALL
NO BUMPERS!
Faster Action
SERVICE OUR WATCHWORD
Morris Novelty Co., Inc.
3007-09 OLIVE ST. PHONE FR. 0757 • ST. LOUIS 3, MO.

TERRITORIES AVAILABLE
For
Wide Awake Distributor To Handle Nationally Advertised, Self-Service Stand Type Coin Changer.
Write
BELL PRODUCTS CO.
2000 No. Oakley Ave. Chicago 47, Illinois

ACTION SALE—BUY NOW!
Wurlitzer 950 .... $165.00
Wurlitzer 600R 49.50
Wurlitzer 750 .... 235.00
Wurlitzer 41 or 61 C.M. 49.50
Wurlitzer 42-600 Victory 49.50
Wurlitzer 24 .... 39.50
Seeburg Casino 39.50
Seeburg Regal 49.50
Seeburg Victory-Gem 49.50
Rock-Ola Master .... $ 59.50
Rock-Ola Spectravox 19.50
Rock-Ola DeLuxe 59.50
Rock-Ola Standard 59.50
Wurlitzer 850 .... 140.00
Seeburg Wall-o-Matic R.C. Boxes 7.50
Wurlitzer #100 30-Wire Boxes 4.00
Wurlitzer 125, 5-10-25 Boxes 8.50
Race Horse Back Glass for Advance Roll $9.50
WRITE FOR COMPLETE PRICE LIST ON ROLL DOWN AND PIN GAMES
SEND 1/3 DEPOSIT, BALANCE C. O. D.
HUB DISTRIBUTING CO., 632 Tenth Avenue, Cor. 45th St., New York 19, N. Y. Circle 6-9570

Buy TRADIO

America's #1 Coin Radio

THERE'S no substitute for quality. Coin-operated radios are no exceptions. When you buy Tradio you're buying quality from the chassis out. Each part is precision made and assembled—designed specifically for coin operation. For years Tradio has been America's No. 1 coin radio. Today the new Tradio is even better.

CHECK THESE FEATURES:

- Easy-to-read slide rule dial
- Easily accessible outside coin box
- Extra strength and rigidity
- Compact chassis and new face
- Exclusive trouble-free timer

Order Now for Immediate Delivery

WRITE Dept. A-5

TRADIO, Inc. ASBURY PARK NEW JERSEY

SPECIAL PRICES

Jockey Specials	$395.00
Special Entrys	289.50
Victory Specials	135.00
Keeney Gold Nuggel, 5c-5c	425.00
Keeney Bonus Bells, 5c	235.00
Keeney Bonus Bell, 5c-5c	450.00
Bally Triple Bells, 5c-5c-5c	475.00
Bally Deluxe Draw Bells	249.50
Bally Big Inning	350.00
Scientific Pitch 'Em and Bat 'Em	350.00
Evans Racer, 25c, P. O. (1948)	375.00
Jennings Challenger, 5c-25c	295.00

ONE-HALF DEPOSIT WITH ORDER

BALLY REGIONAL DISTRIBUTORS FOR MARYLAND, PENNSYLVANIA, VIRGINIA AND DELAWARE

CHRIS NOVELTY COMPANY

1217 N. Charles St. Baltimore 1, Md.

Phone: Vernon 4223

MILLS BELLS!

We have all Mills latest Bells in stock.

SOUTHERN VENDING MACHINE CO.

528 Craghead Street, Danville, Virginia

AUTHORIZED BELL-O-MATIC DISTRIBUTOR

SEND TODAY!

FOR OUR LIST OF

OUTSTANDING EQUIPMENT BUYS!

●

RUNYON SALES CO.

123 W. Runyon St., Newark 8, N. J.
Tel.: Bigelow 3-8777
593 Tenth Ave., New York 18, N. Y.
Tel.: LOngacre 4-1880

COINMEN YOU KNOW

Chicago:

(Continued from page 120)

Gil Kitt, partner with Ralph Sheffield at Empire Coin Machine Exchange, reports that the new firm service of selling older games with flipper kits and spinning bumpers already on playfields has received favorable attention from operators.

Distributors in town for the second series of NCMDA meets with manufacturers gave added proof that early September business indicated that this fall will be the best since the end of the war. They were particularly surprised with the unexpected upsurge in the used game field, a part of the business that almost disappeared due to inactivity during the first weeks of summer.

Buckley Manufacturing Company's third-floor team is undisputed inter-department baseball champ following a hotly contested tournament during the past several weeks. Other intramural activity coming into its own at the moment concerns Buckley's bowling league. Eight teams will compete in this year's alley play which marks the eighth season for the league. George Parsons, of the purchasing department, says this will be the biggest bowling season the firm has ever had. . . . Genevieve Ziehmiller, of the drafting division, announced her marriage last week. Visitors at the Buckley trading post last week included Leo Wasserman, of R & W Distributing, Pottsville, Pa.

Williams Manufacturing reports Paul Federman, its recently appointed traveling sales representative, is meeting with good reception in the Eastern cities he has thus far visited. Paul is a game expert and will be constantly on the road for Williams as a connecting link among distributors, operators and the Williams home office. . . . Sam Stern, Williams vice-president, made a quick trip to Philadelphia. Firm's new game, Speed Way, features a three-entrance playfield and combination plays.

The D. Gottlieb Company was a beehive of activity, with many of its distributors in town to attend the distributor association meet at the Morrison Hotel. Nate Gottlieb, one of the industry's most rabid sport fans as well as a top-flight executive, plans to go to Pittsburgh next week to catch the Pittsburgh-Southern Methodist University football clash. He will also attend the Pittsburgh-Cincinnati night game the previous evening. In addition to putting out good games, Gottlieb firm has an additional lure for out-of-town coinmen: a restaurant on the premises that features top-flight food.

Lindy Force, AMI manager of general sales, is on a trip thru the Midwest and Rocky Mountain area. While away he will confer with coinmen in Kansas City, Omaha, Denver and nearby territories. President John Haddock is in the East attending to business in New York, Boston and Philadelphia, among other cities. Joe Caldron and Monte West, of the AMI Loop sales office, were in Grand Rapids for a few days last week looking over the recent renovation of the AMI plant. Firm visitors during the week included Sam Taran, of Taran Distributing Company, Miami; Paul Jock, Arrow Distributing, Indianapolis, and Joe Peskin, who now divides his time between Los Angeles and Chicago.

Chicago Coin's new five-ball, Thrill, is making many new friends, Sam Gensburg and Sam Wolberg, firm heads, report. Ted Bush, veteran Twin Cities coinman who moved to Florida last spring, is now Chicago Coin distributor for the Florida territory. Bush has offices in Jacksonville and Miami. . . . Al Stern, World Wide head, is stringing along with his good friend Tony Zale in the fight with Cerdan in Jersey City next week. Stern's firm continues to enjoy an upswing in business.

John Neise, O. D. Jennings sales manager, left Wednesday (15) for the firm's Southern showing of the 1949 Monte Carlo line featuring the live jackpot. Two-day showing ended Saturday (18) at Edgewater Gulf Hotel, Edgewater Park, Miss. Neise reports Southern reception was very gratifying and he and J. Raymond Bacon, firm general manager and vice-president, are looking forward to the Eastern premiere of the 1949 line at Berkeley-Carteret Hotel, Asbury Park, N. J.

Bernard D. Craig, general sales manager for Aireon Manufacturing, left last week for conferences in Portland, Ore., with the firm's distributors in Portland (Aireon Sales & Service) and Seattle (Preston Distributing Company). Fred Mann, regional manager for Aireon, spent the week-end in Chicago making last-minute arrangements in a new firm experiment for the music trade.

Bill Rahkio and Sam Drucker, Filben president and sales manager respectively, left by plane Thursday (18) for the firm's big two-day showing in Omaha which took place Friday and Saturday (17-18) at the Filben Sales Company of Nebraska showrooms. Attendance during both days was gratifying, Rabin reports. . . . The Milbert Company, with headquarters on South State Street here, is delivering its newly converted pistol ray variation of the Chicken Sams. Headed by Al Tigerman and Bill LaMaskan, both in the trade for the past 20 years, the firm expects the new item called Pistol Practice to prove a money-maker for operators.

H. F. Burt, Silver King Corporation, reports that his firm is readying a new nickel bulk machine for early production. Production of current model Silver King penny and nickel bulk-venders is hitting a top volume rate, with the recently debuted Target Ball Gum Vender edging up into the big output picture, Burt declares. . . . Automatic Coledrinx Company, maker of the Coledrinx cup vender, claims lack of stainless steel for sirup tanks is still holding up production. Firm's George Grant promises resumption of output when this shortage clears up.

William Futter, Vendall Service Corporation, states that the use of nickel packaged cookies along with candy this summer has helped to hold up sales levels. Cookies go particularly good in industrial locations. . . . Jimmy Johnson, Globe Distributing Company, rolled in from his multiple-State road tour last week and immediately hustled out again. . . . Clarence Coan, Chicago U-Select-It Company, reports candy vending going along on an even keel, differing from many of the ops who claim a real summer drop set in this year (July-August) for the first time since before the war.

Perry Rose, Robot Sales, Maywood, Ill., tells of the good results he has had during the hot summer days, eliminating candy spoilage, with his special installation of small cooler units in his delivery trucks. . . . Tom King, King & Company, is up in Alaska enjoying the cooling breezes. As he doesn't like to travel via boat, and Mrs. King feels the same way about air trips, partner Paul Crisman wonders how they finally settled the medium of transportation question.

Bell Products Company has acquired the dies and patents on the former Coin-o-Matic mechanical stand coin changer, and is stressing the unit as an aid to theatere and other like type locations, rather than as a coin machine accessory. Meanwhile, firm official Al Sebring is going all-out on production on his new Beacon junior changer. The low-priced unit is being pushed as a direct aid to all types of coin-operated equipment, and is plugged as a coinman item.

Arthur E. Eichholz, Central Stamping & Manufacturing Company, is still turning out the Vend-Tone carrying kits for operators and reports a steady demand for same. . . . Johnson Fare Box Company officials are building up to the introduction stage on their new electric built-in coin changer, which will replace the Harris changer formerly manufactured.

Another ice cream bar vender manufacturer, Berco Manufacturing Company, announced thru President Henry Hildebrand, that with production continuing at as fast a pace as possible, the 3,000 back-orders for the machine should begin to see a little thinning about the edges. The machine, called Hilco, was introduced at the 1948 Coin Machine Industries, Inc. (CMI) show here at the "last minute."

E. J. Novak, president of Crown Implement Company, is holding to his mid-October production schedule on the redesigned and repriced Big Four bottle vender. . . . John Conroe, in charge of the J. H. Keeney & Company cigarette division, is as pleased as puddin' over the installation of the cig machines last week in the sole stopping spots on the Penn-Turnpike express highway in Pennsylvania.

GUARANTEED

USED GAMES

Stage Door Canteen	$12.50	Bonanza	$47.50
Superliner	17.50	Nevada	59.50
Talley-Ho	39.50	Dolly	44.50
Bowling Lge.	44.50	Tropicana	69.50
Click	39.50	Manhattan	79.50
Flying Trapeze	47.50	Shanghai	129.50
Mam'selle	44.50	Cleopatra	139.50
		Spin Ball	144.50

One-third deposit with order, balance C. O. D.

NEW GAMES IN CRATES

UNITED'S MAJOR LEAGUE BASEBALL

$149.50

MARLIN AMUSEMENT CORP.

412 9th St., N. W., Washington, D. C.

DI 1625

INSTALL WICO'S

FITS ALL PLAYFIELDS

"WHIRLWIND PLAYBOOSTER"

TWO SIZES, 4"-5"

WICO CORPORATION

2013 No. Pulaski Rd. Chicago 41, Ill.

DAVAL FREE PLAY

PENNY TARGET GUN GAME

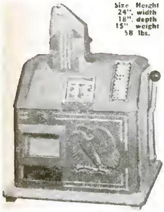
SPECIAL $24.95

⅓ With Order, Bal. C. O. D.

Scott-Crosse Co.

1423 Spring Garden Street
Philadelphia, Pennsylvania
Rittenhouse 6-7712

COLUMBIA EAGLE



Size Height 24", width 18", depth 15" weight 58 lbs.

Plays any foreign coin, size U. S. quarter to half dollar.

Convertible "instantly" from 25c to 50c on location Jackpot hand loaded 20 stop reels.

GROETCHEN
TOOL & MFG. COMPANY
126 N. Union Ave. Chicago 6, Ill.
Telephone: Randolph 6-2807

OUR FOURTH GREAT SEASON

COIN-OPERATED AUTOMATIC SALES BOARDS

Deals of all kinds
Write for particulars

R. C. WALTERS MFG. CO.
4201 NORFOLK ST. LOUIS 10, MO.

Complete stock of new and used equipment at lowest prices. Phone or write.

Triple Bells	$499.00
Draw Bells, R.B.	225.00
Big Inning, New	325.00
Drivemobile	139.00
Daily Races	250.00
Pimlico	79.50
Rock-Ola '39 DeLuxe	99.50
Seeburg Hideaway	119.50

EXCLUSIVE DISTRIBUTOR OF BALLY'S

Carnival
Gold Cup (1 Ball)
Double Up
Reserve Bell
Trophy (1 Ball)
Wild Lemon
Triple Ball

NEW EQUIPMENT

Un. Summertime
Chicoin Thrill
Gott. Barnacle Bill
Genco Screwball

We will buy Bally Draw Bells, Deluxe Draw Bells, Triple Bells, Bally One Balls. All types of Slots. Late type Pin Games.

COVEN Distributing Co.
3181 ELSTON AVE. CHICAGO, ILL.
INDEPENDENCE 3-2210

New York:

(Continued from page 120)

10th Avenue after buying the store from Sid Mittleman, who operated Abbott Specialty Company at that address. He was completing the move from his 49th Street establishment this week and says that by next week he will again be conducting business as usual. Meanwhile, carpenters are busy giving his new place a thoro remodeling.

Sid Mittleman, now without a coin row base of operations, says he will announce his plans for coin machine biz activity in the near future. . . . As part of the flurry of real estate transfers by which Berger moved further downtown, he also concluded a deal with Phil Mason, who is taking over Harry's Store at 602 10th Avenue. Phil, who until recently was associated with Dave Lowy & Company, is opening a new distributing firm with Eddie Slevin as his chief engineer.

Byron Block, of Block Marble Company, distributor of the new ABT Ace coin chutes, informs that initial deliveries of the chute have been made with encouraging reports from ops. He says quantity deliveries will begin soon. . . . John (Chick) Meehan, renowned ex-football coach and head of the Cobbs Florida Orange Vending Company of Manhattan, convalescing at his home after an operation.

Arnold Fink, whose General Vending Corporation operates Bradley cup venders in subway stations, has recently moved his headquarters from Manhattan to Brooklyn. General's new address is 27 Moore Street. . . . Ben Palastrant, Eastern regional sales representative for Aireon, was a biz visitor to coin row last week.

John Haddock, AMI president, spent a few days in town early last week visiting Runyon Sales chiefs before flying up to Boston to confer with Jack Mitnick, of Beacon Coin Machine, New England AMI distributor. . . . Max Levine, head of Scientific Machine Corporation, looking for a chess partner who can give him some real competition.

Tony (Rex) DiRenzo and Leo Knehel, of Rex-Lee Enterprises, getting many inquiries from music ops about the coin timer they are manufacturing for Bob Harris, of South Shore Music Company. Harris has been using the mechanisms with commercial television sets in Long Island tavern locations. They allow six minutes of television entertainment for a dime.

Top local vending machine execs who were up in Syracuse last weekend attending the Region 2 meet of the National Automatic Merchandisers' Association included representatives of Statler Manufacturers, Spacarb, Rowe, Drink-o-Mat and Gum Vending Corporation. George Seedman, of Rowe, is chairman of Region 2.

Lew Jaffa, sales manager of Eastern Electric Vending Machine Corporation, who is busy preparing for next week's session of classes on service of the C-Eight Electro vendor, to be held in Philadelphia, is also getting ready for a blitz trip across country. On his next trip Lew will visit cigarette machine ops in Texas and on the West Coast. On the return leg of the journey, he will touch down at Kansas City, Mo.; St. Louis and Chicago.

ATTENTION

Would like to locate Music and Pin Route in city of 25.000 or over that's in need of a Manager or Partner with 15 years' experience in servicing all makes of music and pins. Can furnish highest of references as to character and ability. Age 34, married, one child and have new car. Will go anywhere. Distributor and route experience. Can be free in ten days. *For quick reply, write:*
BOX 542, STEPHENVILLE, TEXAS

A KNOCKOUT GAME WITH A PROVEN PROFIT PUNCH!

MUTOSCOPE'S

SILVER GLOVES

(Trademark)

Sensational life-like boxing action has made SILVER GLOVES the main attraction wherever placed. To players—one coin—two fighters—alive with fighting interest, knockdown scores and ringing bells.

Mutoscope's expert knowledge of what the public likes has turned out another winner . . . another member of the great Mutoscope family of profit producers, including . . . PHOTOMATIC, VOICE-O-GRAPH, FISHING WELL, MUTOSCOPE MOVIES, POST-CARD VENDORS.

Specifications: Approx. 26" wide—19" deep—62" high—plus attractive Sign.

Write, Wire, Phone Today

INTERNATIONAL MUTOSCOPE CORPORATION
Established 1895
WM. RABKIN, President
44-01 Eleventh Street Long Island City 1, N. Y.

SLOT MACHINES

HEADQUARTERS for all models of Mills Bell Machines
BOUGHT SOLD AND EXCHANGED ★ SEE OUR FLOOR DISPLAY NOW!

Operators' Information on Request

RECONDITIONED PIN GAMES READY FOR LOCATION

SPECIAL, VICTORY SPECIAL! CHROME RAIL, $130.00

Carnival	$175.00	Miss America	$ 17.50	Spinball	$147.50
Click	42.50	Nevada	52.50	Step Up	17.50
Dynamite	15.00	Play Boy	30.00	Stormy	65.00
Havana	27.50	Ranger	36.00	Suspense	14.50
Honey	88.50	Rio	15.50	Samba	142.50
Ginger	32.50	Robin Hood	129.50	Sky Raider	12.50
Hi Ride	39.00	Rocket	29.00	Sky Ray	12.50
Major League Baseball	150.00	Shanghai	135.00	Tropicana	87.50
Mexico	55.00	Show Girl	20.00	Yanks	137.50

NOW DELIVERING: Thrill, Summertime, Circus, Screw Ball and Cosmo.

Established 1913

ROY McGINNIS CO.

2011 Maryland Ave., Baltimore 18, Md. Phone: Belmont 1800

PROFITS ARE HIGH Because UPKEEP IS LOW

Yes Sir, one of the prime reasons for Coradio, Coin Operated Radio, producing **high net profits** is the indisputable fact that your maintenance cost is at the minimum. Ask any Coradio Operator.

CORADIO, INC.
212 BROADWAY NEW YORK 7, N. Y.

OUR MONEY BACK
GUARANTEE
IS YOUR ASSURANCE
OF SATISFACTION
• • •
MILLS
AND
JENNINGS SLOTS
IN ALL MODELS
JEWEL BELLS
BLACK CHERRY BELLS
BLACK GOLD BELLS
MELON BELLS
TRY THE NEW
CRISS CROSS BELL
THE MOST POPULAR PAYOUT
SINCE THE BONUS BELL!
• • •
HEADQUARTERS
FOR THE BEST IN
CLUB EQUIPMENT
BAKER NOVELTY CO.
1700 Washington Blvd.
Chicago 12, Illinois

PENNY ARCADE FOR SALE
IN
NIAGARA FALLS, N. Y.
Tourist City and Border Town of
Canada and U. S. A.

Tourists, Canadians, and Local Patronage. Population, 104,000. 10-Year Lease ending in 1958. Three-story building, cellar and main floor. 24 feet wide and 200 feet length.

57 5-Cent Machines, all in good working condition.

42 2-Cent and 1-Cent Machines, in good working condition.

3 Photomatics, 1 Voice Recorder, 1 Photomaton (Marful), 2 years old.

1 Seeburg Juke Box.

Mangels Shooting Gallery, Live Am., .22 Shorts, 12 Guns, 16 feet wide, 25 ft. length. Take, $150.00 to $200.00 weekly.

Arcade receipts are $500-$750 weekly.

Lunch Counter, weekly receipts $750-$900 weekly. 8 ft. wide by 40 ft. length.

Souvenir Counter, weekly receipts $300. 7 ft. wide by 25 ft. length.

Tobacco Counter, weekly receipts $165.

Open all year round. Receipts in winter are half of receipts quoted above.

Must see to appreciate value.

LOUIS GOLDSTONE
2451 South Ave. Niagara Falls, N. Y.

IMMEDIATE DELIVERY OF
BALLY'S GOLD CUP
EVAN'S WINTER BOOK
Jockey Specials, Victory Specials, Special Entries, Victory Derbies and Deluxe Draw Bells. Evans Free Races, Bangtails and Dominoes. Pre-war One-Bells and Steel Ball Roll Downs, in perfect condition at low prices. 10 Supreme Skee Balls @ $90.00 Each.
COMPLETE LIST NEW AND USED POST-WAR 5-BALL PIN GAMES, MILLS AND JENNINGS 5¢, 10¢ and 25¢ SLOTS. Can use 100 post-war Bally One-Ball Free Plays and late 5-Ball Free Plays.
CALL OR WIRE IMMEDIATELY
PALISADES SPECIALTIES COMPANY
488 Anderson Avenue Cliffside Park, N. J.
Cliffside 6-2692
Only One Mile South of George Washington Bridge on 9W, Jersey Side.

WANTED
Thoroughly experienced mechanic on phonographs and pin balls. One who can fix amplifiers and install remote control. Prefer middle-aged man. Can furnish five-room house with job. No boozers need apply.
WHITFIELD MUSIC CO.
Box 482, Wildwood, Fla. Phones: 2418 or 2782

Game Trade Predicts New Gains; Cites Better Machines

(Continued from page 93)

sult, the operator is in a position to handle new equipment as it comes off the production line. During the past year game manufacturers have made strong efforts to test new equipment more thoroly than ever before so that new products going out on permanent location were almost certain money-makers for the location owner and the operator

Expansions

Third optimistic note is the fact that many of the leading game manufacturers are currently undergoing, or have completed within the past few months, extensive expansion moves. One has built a complete new plant and at least four others have added facilities and space that virtually doubled their production area of the past few years. In view of the fact that this is an exceptionally expensive time to undertake the building of enlarged quarters, it is safe to assume that manufacturers have had reason to believe that good business was just ahead and the expenditure would prove worth-while.

Another hidden factor which will soon make itself felt at a stepped-up ratio is the drafting of the nation's 19-to-25-year-olds. As these men are taken into the armed forces more and more military installations will be activated and with it will come batteries of amusement games in service clubs, day rooms and other facilities set aside on military posts for the relaxation of servicemen. During the last emergency military authorities were quick to point the value of coin-operated amusement machines as a morale building factor and also as an inexpensive and wholesome diversion.

However, despite the fact that all types of coinmen are quick to express optimism on play for the remainder of the year, they also point out that they do not expect this anticipated good business to fall into their laps. Proof of this is the increased activity in the coin association field. Probably at no other time in the trade's history have so many coinmen been conscious of the benefits of building strong associations with which to win additional public acceptance and esteem for their profession. The very fact that coinmen all over the nation are exchanging ideas and information and learning to understand each other's problems will go a long way to strengthen not only this year's business but that of the years to come.

Don't Sell Your Business Short!

(Continued from page 92)

folded, the coin machine turnover has been below average. In fact, the percentage of turnover is already beginning to slip back toward its pre-war level in the early part of '48, and by end of '49 should again be hovering around the 30 per cent figure or moving lower.

What about working conditions? Here, again, Oberman's position is on the plus side. He works 40 hours, five days a week. His cousin works an average of 87 hours a week. Oberman is not "married" to his business. His hours are his own. He can expand by working more hours and still not kill himself any time he wishes. His cousin, however, is at the maximum. In fact, Michel knows he could increase his delicatessen gross another $1,000 a month if he could keep his store open all day Tuesday and until 1 a.m. nightly instead of shuttering at 10. But to do this would mean hiring another man, and that extra man's salary would eat up the profit that would result. For Michel to put in the extra hours himself would be impossible.

What about the future? Michel sees three more years of hard work before he can get his business on a profit-yielding basis—meanwhile, he is impaled on the horns of a devilfish dilemma as to whether or not he should invest in necessary improvements and run the risk of not getting his lease renewed.

Oberman is on a profit basis right now. What's more, he can expand his business anytime he wishes since he already is setting aside necessary reserves to do so. His position is flexible because of minimum fixed overhead and small investment in stock, in contrast to his cousin who has $16,000 tied up in stock at all times plus a fixed overhead of about $275 a week. In addition, Oberman is on a cash basis and has none of the credit problems his cousin has. He gets money from his machines, pays out the location commission on the spot and the rest of his expenses—right then and now. In contrast, Michel has the problem of inventory, charge accounts and the resultant headaches that go with them.

The coin machine business is not a bonanza business. It is not a gold mine that pays off in huge chunks for a minimum of effort. Those who have approached it in that manner have never stayed with it for long. They are numbered in that 37 per cent that is tagged "turnover" each year.

There is no room in the coin machine business today for the fair-weather operator who could always make a profit when gross was up, costs down and competition virtually non-existent. The successful operator today has to be a better businessman than in the '30s when coin machines pulled in nickels on their novelty and gadget appeal alone. He must know his costs accurately. He must know how to train and check his servicemen to be sure they are worth the salaries he pays them. He must have the ability to face competition and lick it with salesmanship and service rather than cut commissions and lose money just to hold a spot.

In short, for the man who has what it takes, the coin machine business holds greater rewards than most small American businesses. If you don't believe this—take out your pencil and figure your own percentage of profit. Compare that with what your investment is and with your gross sales—and then write those figures alongside those of other businesses quoted in the table which accompanies this feature.

Above all, don't sell your business short—it's a good one to be in!

Berger Returning To Old Location

NEW YORK, Sept. 18.—In a real estate transfer which brings West Side Distributing Company back to the headquarters it quit two years ago, Harry Berger, president, announced this week his purchase of the store at 612 10th Avenue. Operated until this week as the Abbott Specialty Company by Sid Mittleman, alterations to the outlet are being rushed by the West Side organization. Normal business will be resumed within a week, stated Berger.

Before moving to his just-vacated store at 698 49th Street, Berger conducted his distributing and jobbing business at his present address for four years.

METAL TYPER DISCS
FOR GROETCHEN TYPERS
$9.50 PER 1,000
Manufactured from Precision Dies from Finest Quality Aluminum. Standard Thickness. Satin Finish.
TOP QUALITY ONLY—ONE LOW PRICE
SAMPLE ON REQUEST
MONEY BACK GUARANTEE
⅓ With Order, Balance C. O. D.

MAX GLASS
DISTRIBUTING COMPANY
914 DIVERSEY • CHICAGO 14, ILL.

COUNTER MACHINE SALE
NEW
WHIRL-A-BALL

(Original Price, $48.50)	$18.50
Steeplechase	39.50
Skee Thrill, shoots pennies, (Original price, $57.50)	24.50
Best Hand and Mexican Baseball	24.50
A.B.T. Strikalite	45.00
Bingo—4 Games in 1	24.50
Kicker & Catcher	38.00
Gottlieb 3-Way Grip	24.50
Test Quest, Gripper, Answers Questions	34.50
Camera Chief	18.50
Electric Shocker, Advance	18.50
Peanut and Ball Gum, Advance	11.50
Postage Stamp, Shipman	39.50
Spin-It, Shipman	18.50
Gripvue, Burlesque Star Photos	44.50
Art Shows, Burlesque Star Photos	49.50
Ideal Card Vendor, Exhibit	18.50
Champion Basketball	28.50
Mounted on Beautiful Floor Cabinet	37.50

FREE! 8 Page, 52 Illustrations, Catalog
New or Factory Rebuilt Amusement Machines—Any Make or Model—Parts, Supplies & Cards—Munves Has Them All.
MIKE MUNVES CORP.
510-514 W. 34th St.
N.Y. 1, N.Y. (Bryant 9-6877)

METAL TYPER MACHINES
PARTS AND SUPPLIES

FINEST ALUMINUM DISCS
Plain or Colored
BUY DIRECT
FROM THE MANUFACTURER
STANDARD SCALE CO.
4333 DUNCAN AVE., ST. LOUIS 10, MO.

MILLS
BELLS!
We have all Mills latest Bells in stock.
FRIEDMAN
AMUSEMENT COMPANY
441 Edgewood Ave. S. E. Atlanta, Ga.
AUTHORIZED BELL-O-MATIC DISTRIBUTOR

2 ROTARY DIGGERS
1 CLAW — 1 PUSHER
Ready for location. Just brought in from Lake.
$375.00
All crated, ready to ship.
ASSID
340 Monroe Ave., N.W., Grand Rapids 2, Mich.

Start Delivery Of New 5-Ball By Williams Co.

CHICAGO, Sept. 18. — Williams Manufacturing Company is delivering its newly developed five-ball game, Speed Way, featuring three entrances to the playfield and combination plays, Fulton Moore, firm sales manager, announced Thursday (16).

Patterned on the activity at a race car speedway, plunger on the new game sends ball completely around field before actually entering scoring area by one of its three field gates. Major object of the game is to make a series of lighted rebounds, bumpers, roll-over switches and also roll-over buttons numbered 1 thru 7. Once player has made all seven of this group he may try for replays and additional points for his over-all score.

Bonus score on Speed Way rolls up to 100,000 points and is transferred to the main score by dropping a ball in a kick-out saucer in the very middle of the bonus scoreboard. In addition to the bonus score, game also contains a replay bonus section which holds up to 10 replays. To collect replays player must first make all seven numbered features and then drop a ball in the saucer in the middle of the replay bonus board.

New Williams game has six different features for advancing bonus score. These same bumpers, buttons and switches also change in value when lit. All of them light up when the 1-thru-7 series has been made.

Once the 1-7 sequence has been completed the player may try for a replay by putting a ball thru either of two side alley roll-over switches located near the middle of the playfield. Additional player appeal feature of making the right hand roll-over switch is that a skillful player can release a ball from the plunger so that it comes out the middle playfield entrance and goes automatically thru this roll-over.

Other scoring highlights of the new five-ball include its 80,000-point and its 100,000-point combination plays. When bonus score is at 80,000 a roll-over at the very top of the playfield lights up. If the player then can guide a ball over this roll-over, he wins a replay for each hit. When player builds up bonus to 100,000 points a kick-out saucer near the top of the playfield lights up and he gets 50,000 points for each succeeding contact he makes with the kick-out saucer.

Williams officials claim that their new game has unusual appeal for players. They state this is a direct result of placing combination plays in spots where most patrons stepping up to the table will feel that they can make a high score on the game.

Thrilo Vindicated; To Get Cash Award

ATLANTIC CITY, Sept. 18.—Judge Leonard this week ordered Atlantic County to return $2,095.25, seized August 1, 1947, to Thrilo, Inc., operators of a coin-operated amusement machine arcade on the Boardwalk here, after a hearing in Common Pleas Court. The money was confiscated by Harold Gray, a State detective, and turned over to the county. Earlier this month Thrilo, Inc., filed a suit demanding return of the money on the grounds that no convictions had resulted.

Harry Miller, attorney for the amusement machine operators, moved to strike the county's answer to the suit out of the record and sought a summary judgment. He was successful in both moves. Miller claimed that the grand jury had heard evidence in the case on two occasions and had refused to return any indictments, which made the money unlawfully seized He added that the county's answer failed to set up an affirmative defense to the suit.

Assistant County Solicitor Abraham Rosenberg took the position that the county could not arbitrarily refund the money, but needed court authority to do it. "For the county to retain the money it would be necessary to prove a conviction, and there is none," admitted Rosenberg.

No Pins in Ala., Since 2 or More Can Play Games

MONTGOMERY, Sept. 18.—Despite the fact that pinballs on location here offer no prize, reward or other inducement, they are illegal in Alabama, according to a ruling made by Attorney General A. H. Carmichael last week after reviewing previous State Supreme Court decisions.

Acting on a request made by Philip J. Hamm, State revenue commissioner, who sought an advisory opinion, Carmichael quoted a court decision that two or more persons playing amusement games "are tempted to gamble on the result of the game" as the deciding factor ruling of his ruling. He added that despite the illegality of pinballs, persons operating them still must pay a privilege tax.

Actually, according to the principal reason offered for banning the pinballs, virtually any type of competitive game, such as golf, tennis, baseball, football (all require two or more to play the game), would be illegal under Alabama law.

Initiate Survey on What Policies May Be Followed By Competitive Businesses

FTC Attitude Toward Pricing Policies Included

WASHINGTON, Sept. 18.—Sen. Homer E. Capehart (R., Ind.), chairman of the Senate Interstate and Foreign Commerce Subcommittee on trade policies, this week assigned the subcommittee's advisory council to undertake a study of "what pricing policies may be independently and competitively pursued by business men." The study will explore the Federal Trade Commission's (FTC) attitude toward business pricing policies.

Capehart issued his instruction to the advisory council at the council's inaugural meeting here Wednesday (15). The Capehart subcommittee was created last spring to study pricing policies after the United States Supreme Court on April 26 handed down a decision upholding an FTC order outlawing the use by conspiracy or agreement of a "multiple pricing point" system in the cement industry. William Simon, general counsel of the Capehart subcommittee, said the court's opinion went much further and "represents the final determination, as of this time, that any pricing system including systematic freight absorption is illegal if the FTC or the court concludes there is a reasonable possibility of injury to competition." He said that two weeks after the high court's ruling, the Seventh Circuit Court of Appeals followed the precedent in another case. In Simon's opinion, legalists and business men have been "sufficiently confused and in such disagreement" that he hoped "Congress would enact legislation clarifying the subject and prescribing with understandable limitations the pricing policies which it feels are in accord with the public interest."

It is considered possible that the advisory council's study might lead to recommendations by Capehart's subcommittee for revision of the Robinson-Patman Anti-Trust Act. The advisory council is composed of representatives of industry, labor and agriculture. Under the subcommittee's procedure the advisory council will hand up a report on the basis of its findings, and the subcommittee may thereupon stage public hearings preparatory to submitting a final report to the full Senate Interstate and Foreign Commerce Committee headed by Sen. Charles Tobey (R., N. H.). The subcommittee, in addition to Chairman Capehart, is composed of Sens. Owen Brewster (R., Me.), Albert W. Hawkes (R., N. J.), Edwin C. Johnson (D., Colo.) and Brien McMahon (D., Conn.).

Senator Capehart said he wished to emphasize that the subcommittee and its staff had "only begun" to inquire into "the complex problems" caused by the FTC and the decisions by the courts. He said that "it may be that there is much evidence to support the commission's policy, both from the legal and economic standpoint," and he added that "it could well be that eventually we will find that the outlawing of basing point pricing system is to the advantage of the country," but he emphasized: "I must say frankly, however, that thus far the possible benefits have not been brought to our attention as forcefully as some of the disadvantages."

"Perhaps this is only natural,"

(See Initial Survey on page 132)

Calendar for Coinmen

October 12-13—Packaging Machinery Manufacturers' Institute (PMMI), annual meeting, Hotel Roosevelt, New York.

October 21-23—Retail Ice Cream Manufacturers' (RICM) Convention, Commodore Hotel New York.

October 25-30—Dairy Industries Exposition (DIE), convention and exhibits (ice cream, Traymore Hotel), (milk, Shelfonte-Haddon Hall), Atlantic City.

November 15-19—American Bottlers of Carbonated Beverages (ABCB), annual convention and exhibit, Atlantic City Auditorium, Atlantic City.

November 19-22—Refrigeration Service Engineers, convention, Hotel Sherman, Chicago.

December 12-15—National Automatic Merchandising Association (NAMA), annual convention and exhibition, Palmer House, Chicago.

January 17-19—Coin Machine Industries, Inc. (CMI), annual convention and exposition. Sherman Hotel. Chicago.

MONARCH COIN MACHINE CO.
1545 N. FAIRFIELD AVE. (PHONE ARmitage 6-1434), CHICAGO 22, ILL.

ROLL DOWNS: HY-SCORE, $49.50—TALLY ROLL, $59.50—SUPER ROLL, $69.50

BRAND NEW 5-BALL GAMES Genco Screwball — Chicago Coin Thrill — Gottlieb Barnacle Bill — United Summertime — Bally Carnival — Exhibit Chico — Marvel Hit Parade — Rondevoo, $179.50.

JEWEL BELLS SPECIAL — 5¢, 10¢, 25¢, 50¢ New and RECONDITIONED WRITE

MILLS BLACK CHERRYS—Orig. 5¢-10¢-25¢ 2/5 or 3/5 PO $150.00 EA.

ANY MILLS ESCALATOR BELLS REBUILT INTO LATEST MODELS. WRITE OR CALL

MILLS GOLDEN FALLS, H.L.—Orig. 5¢-10¢-25¢ 2/5 or 3/5 PO $155.00 EA.

Thoroughly Reconditioned Equipment Ready for Location

CONSOLES

SPECIAL: 5¢ Keeney Bonus Super Bell, Bally Deluxe Draw Bell $275.00 EA.

Bally Hi-Hand ....$ 59.50
Bally Club Bell 99.50
Jenn. Silvermoon, F.P., 5¢ 59.50
10¢, $65.50; 25¢. 79.50
Evans '40 Pacer ...$275.00
Sup. Bell Twin 5¢-5¢ 159.00
Sup. Bell Twin 5¢-25¢ 165.00
Sup. Bell 4-Way ... 179.55
Mills 4-Bells 99.50

ARCADE

Air Raider ... ...$ 55.50
Sky Pilot 79.50
Champ. Hockey 49.50
Undersea Raider ... 59.50
Western Baseball ... 79.50
Whizz and Stand ... 49.50
Panorams 165.00
Photomatics 545.00
Williams All Stars . 249.50

WRITE FOR COMPLETE LIST: 1-Balls. 5-Balls. Arcade, Phonographs, Slots, Etc.
FOREIGN TRADE: We are prepared to serve you now. Write in your own language for information.
Terms: 1/3 Deposit. Balance C. O. D or Sight Draft. CABLE: MOCOIN.

THE HOUSE OF HITS

GUARANTEED USED SLOTS

Pace Chrome, 5¢-10¢-25¢. Ea. ....$ 95.50
Pace Chrome, 50¢ 189.50
Mills Blue Front, 5¢-10¢-25¢. Ea. 59.50
Mills Extra-Ordinary, 5¢-10¢-25¢ 64.50
Mills Orig. Chrome, 5¢-10¢-25¢ 99.50
Mills Orig. Gold Chrome, 5¢-10¢-25¢ ..$ 75.50
Jennings 4 Star, 10¢ 55.50
Jennings Silver Chief, 5¢-10¢-25¢ 74.50
Jennings Bronze Chief, 5¢ 115.50
Mills Black Cherry Reb., 5¢-10¢ 69.50

CONSOLES

Mills 3 Bells, 1947 ....$350.00
Evans Bangtail, CP, 1947 .... 250.00
Keeney Single Bonus, 5¢ 275.00
Bally Triple Bell $545.00
Bally Draw Bell 245.00

ARCADE

Mills Panoram $215.00
Bally Undersea Raider 99.00
Seeburg Chicken Sam Conv. 69.50
Genco Total Roll ....$ 40.00
Genco Advance Roll 50.00
Chi Coin Goalee 59.50

COUNTER GAMES

Daval Amer. Eagle, Non Coin ....$ 59.50
Daval Skill Thrill Gun 55.50
Daval Best Hand ....$ 59.50
Camera Chief 19.55

CLOSE OUT SPECIAL

Vendit Candy Machine, 1947 .... $59.50

TERMS: 1/3 DEPOSIT WITH ORDER, BALANCE C. O. D.
WRITE FOR CATALOG ON SALESBOARDS

C. A. ROBINSON & CO.
2505 W. PICO PHONE: FEderal 1510 LOS ANGELES 6, CALIF.

L. A. OPS OK SHUFFLEBOARDS

•

Survey Shows New Games Location Aid

Play Hypo for Closed Areas

LOS ANGELES, Sept. 18.—Much of the optimistic air currently being breathed by coinmen in this area in the anticipation of consistently heavy fall coin machine play is apparently being generated by the over-all craze for shuffleboards, whether coin-operated or not, it was learned this week upon analysis of a survey completed over the past month by *The Billboard*. New to typical coin machine locations, the shuffleboard trend gained a good part of its early momentum when five balls and similar amusement games were banned in Los Angeles County several months ago. Conservative estimates by veteran operators here indicate that there are 1,000 boards in the area with reported weekly takes ranging from $40 to $100.

As a result of this plus market, anybody with a hammer and a saw went into the business of building shuffleboards. However, these outfits fell rapidly when it became apparent that only a skilled craftsman could make a board that would appeal equally to location owners, players and operators. Due to the increasing competitive field, the survey revealed that only those who are turning out a good product will be able to survive.

It is incongruous, perhaps, that this bonanza to coinmen is an apparatus that in most cases is not coin-operated. Survey of the area shows that a great percentage of boards are minus coin chutes. While coin chutes are being installed on some shuffleboards, there seems to be a divided opinion as to the advisibility of using them locally. The Los Angeles County ordinance against pinball machines was recently given a new legal interpretation to include rolldown games as well. Most jobbers and operators feel they are asking for trouble if they attempt to make the boards coin-operated, until the ordinance is more thoroly studied and clarified.

Shuffleboard phase of the coin machine biz has been a boon to operators who were caught short when pressure was exerted against amusement games. While it was agreed that shuffleboards fill a necessary gap as a result of the ban on rolldown games, a majority of those questioned felt that the shuffleboard boom would have been a reality regardless of conditions.

The diehards insist that if rolldowns were allowed back tomorrow the shuffleboard biz would be off 75 per cent. This claim is partially refuted, at least, by the fact that boards are going big in some districts outside the county where amusement machines are still allowed.

Dual Appeal

The reason for this popularity, one jobber pointed out, is the fact that shuffleboards have a dual appeal. They are equally favored by those who watch the plays, as well as the players who enjoy the competitive aspects of the game.

When the boards first began to get a local play most operators were disinterested because they could not figure any means of using a service angle that would allow them to set up a route. At first most sales were made directly to location owners, but after a few operators made the boards pay off, others began to trail along.

The argument was first used that a location owner would soon tire of only taking a percentage when he could purchase the board outright and keep it all for himself. But a definite service angle for the operator was found as the business progressed. And this factor discouraged many location owners from the move.

As players become more skillful they demand better equipment, and a location owner is usually not prepared to devote the time necessary to keep the boards in top shape. Boards have to be cleaned and waxed and kept level. It has been found that the location owner, in most cases, will not bother with these so-called minor details. Play on these neglected boards has fallen off.

As an example, one operator pointed out that a good pool player will not use a table where the cloth has been patched. It is the same idea with shuffleboards.

Uses Schedule

One of the successful shuffleboard operators has his route worked on a schedule. He has the location owner take care of waxing the board ends every morning. Three times weekly the operator waxes the entire board, using different speeds of wax depending upon player preference. Those spot owners who figured there was not much servicing involved in shuffleboards are now aware that an operator is a handy man to have around. With an operator making regular check-ups, the player is always assured of a good surface on the board, because it is constantly watched for warping and grooves.

Draw of shuffleboards has been better than anticipated, with most locations reporting increased biz since their installation. One notable example is a beach tavern which tried to bolster sagging grosses with old-time movies, turning to television as a last resort. However, even this was not enough to keep the spot from folding. Just before the doors shuttered the owner was talked into taking a chance on a shuffleboard. As a last chance he installed a board and patronage was stimulated to the point where a second board was soon added. While this may not prove to be a panacea for all, it worked in this case.

Premium Idea

Some operators are afraid that tavern owners may still want to buy their boards outright in order to hypo biz by giving free plays. As long as dish nights are returning to local theaters, location owners might figure to use their boards on a give-away deal. Operators point out that if one tavern in a neighborhood succumbs to this modern version of the free lunch, others will be forced to follow suit, for a customer will not patronize one bar and pay for his games when he can go around the corner and get free plays. Trend has not started, however, and operators are keeping their fingers crossed.

Those who look on the shuffleboard biz as permanent feel that players are still going to demand that equipment be kept up to standard, and not even the lure of free plays will offset it.

As to the type of boards finding the most favor opinion is equally divided on the virtues of plastic or wood surfaces. Some feel only the plastic boards will stand up, while others claim that wood boards are easier to resurface. Survey shows that both types have their good features and it adds up to personal preference. As to warping, there are as many who claim this hazard for plastic as there are who claim it for wood.

There is a lot of pro and con from the player standpoint as to the merits of the two boards. It was found, upon investigation, that it makes no difference whether the board is plastic or wood as long as it comes up to league specifications as to length and surface condition.

Plastic Boards

One operator who installed a plastic board in a local tavern received a frantic call from the location owner, a few days later, demanding that the board be exchanged for one of wood, contending his patrons didn't like the plastic surface that resulted in a faster type of game. However, when the operator went to yank the board the tavern owner claimed his patrons had gotten used to the new surface and decided they liked it better.

Aside from the possibility of legal entanglements that might result if coin chutes are used on the boards, another objection stems from the players themselves. According to some location owners, there is an antagonism from certain types of players who don't like the idea of paying for a game before it is completed. They don't mind putting their coins in automatic or amusement machines, but they class shuffleboard in the same category as bowling and pool where payment is made after the game is over. Why, they ask, should they be compelled to shell out their money for the shuffleboard before playing. This argument has come up in several instances, particularly where boards are in bowling alley locations. Proximity of the pay-after-the-game bowling has undoubtedly produced this slightly negative factor.

The survey further showed that there are operators and spot owners

(See Shuffleboards on opposite page)

First of Series

CHICAGO, Sept. 18. — Altho millions of people have played shuffleboard in various forms during the past couple of hundred years, the amusement game first became an attraction in coin machine locations on a large scale during the early months of 1948. Since that time, shuffleboards have made strong showings, particularly in areas where other types of amusement games are not sanctioned by local authority. In the adjoining columns will be found the initial survey in a series dedicated to the effects of shuffleboards on other types of coin machine equipment. Other cities scheduled for surveys include Detroit, New York and Chicago.

IN LOUISIANA AND SOUTHERN MISSISSIPPI IT'S
NEW ORLEANS NOVELTY CO.
115 MAGAZINE STREET NEW ORLEANS, LA. TEL. CANAL 5306

DISTRIBUTORS FOR BALLY - WILLIAMS - GOTTLIEB - GENCO CHICAGO COIN

5-BALL PIN GAMES BALLY 1 BALL FREE PLAY PIN GAMES - BALLY 1 BALL AUTOMATIC PIN GAMES

CONSOLES ARCADE EQUIPMENT - COUNTER GAMES

PARTS & SUPPLIES DOORS, BACKBOARD GLASSES, PLAYING FIELD GLASSES, COIN CHUTES & PARTS FOR ALL GAMES.

"FAMOUS FOR USED GAMES"

Slot Tool Kit

For years Central Service vending machine repairmen have appreciated the need for specially designed tools that would simplify machine maintenance. To meet this necessity we have developed 13 essential tools so practical that it is now possible for operators and club managers to keep their vending machines working efficiently. It's the play that counts and these 13 tools will soon liquidate their small initial cost—$24.95f.o.b Kokomo, Ind. Jobber's prices quoted on request.

WRITE FOR ILLUSTRATED LITERATURE AND COMPLETE INFORMATION

Central Service SALES COMPANY
219 WEST JACKSON
KOKOMO, INDIANA

MILLS BELLS!
We have all Mills latest Bells in stock
MARVIN J. BLAND
INDIANA MUSIC CO.
705 Putnam St. Terre Haute, Indiana
AUTHORIZED BELL-O-MATIC DISTRIBUTOR

FOR SALE
25 TOTAL ROLLS..............$79.50
20 ADVANCE ROLLS........... 90.00
[illegible] for the Lot
J. M. Novelty Co.
17 N. Schenley YOUNGSTOWN, OHIO

NCMDA Meets With Mfrs.; Elects Lou Wolcher President

(Continued from page 93)

manufacturers. The informal meeting revolved about several points brought up during the August meetings in Chicago. However, basic difference between the earlier meet and this session was that manufacturers had had sufficient time to digest the principal suggestions and requests made by the distributor group. Of the many topics under discussion three points loomed as major planks in the distributors' campaign to correct some grievances now existing in the industry. They were: (1) Manufacturers to number all games so that each unit can be definitely identified promptly; (2) more stringent location testing by manufacturers before games are released for permanent location; (3) identification of parts by manufacturers.

Tho no concrete action was taken by manufacturers on any of the points during tha meet, there was evidence that most if not all game builders might agree to go along with these suggestions in the near future. For one thing several manufacturers representatives stated that since it seemed likely that these three points could be of general value to game coinmen as a whole, they were willing to give the points further consideration.

Other important developments of the two-day meetings included a discussion of preliminary plans for the 1949 Coin Machine Industries' convention which will take place in Chicago in January and the application by 11 more of the nation's leading distributors for membership in NCMDA. If all are accepted this will swell the select group to 36 members.

List Members

Membership is open to all qualified distributors. Thus far NCMDA has announced the following as members, in addition to Wolcher, Bond, Lazar and Blumenfeld:

Joe Ash, Active Amusement Co., Philadelphia; Alfred Bergman, Alfred Sales, Inc., Buffalo; Woolf Solomon, Central Ohio Coin Machine Exchange, Columbus, O.; Irv Weiler, Consolidated Distributing, Kansas City, Mo.; George Prock, General Distributing, Dallas; Ed Heath, Heath Distributing, Macon, Ga.; J. R. Pieters, King Pin Equipment Co., Kalamazoo, Mich.; Joseph Abraham, Lake City Amusement Co., Cleveland; Louis D. Morris, Morris Novelty Co., St. Louis; Ben Axelrod, Olive Novelty Co., St. Louis; Morris Gross, Scott-Crosse, Philadelphia.

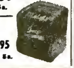
Also Bill Marmer, Sicking, Inc., Cincinnati; Leo Weinberger, Southern Automatic Music Co., Louisville; Sam Taran, Taran Distributing, Miami; Norwood Veatch, Central Distributors, St. Louis; I. H. Rothstein, Banner Specialty Co., Philadelphia; Hy Greenstein, Hy-G Music Co., Minneapolis; Sam London, S. L. London Music Co., Milwaukee; George Lang, Waldrop Distributing, Baltimore; Phil Greenberg, Atlas Novalty Co., Pittsburgh, and Gil Kitt, Empire Coin Machine Exchange, Chicago.

COLUMBIA DOUBLE JACKPOT BELL
SPECIAL
Factory reconditioned like new. $75.00 EA.
Changeable right on location in a few moments' time to 1-5-10-25¢ play. Cabinet rebaked to give new machine appearance.
Size: 15¾" high, 14½" wide, 12" deep. 50 lbs wt.
For NEW COLUMBIAS WRITE FOR PRICES

⅓ DEPOSIT, BAL. C.O.D., F.O.B. CHICAGO.
WRITE FOR FREE NEW CATALOG!
WE BUY USED SLOTS AND COUNTER MACHINES—WRITE US!
Send for complete list of Coin Operated Equipment and Counter Games. Complete line of Salesboards and Tickets. We Repair Machines.

COIN-OPERATED 1¢ or 5¢
AMERICAN EAGLES OR MARVELS
Free Play Token Payout
Cigarette Token Payout Factory Reconditioned
$20.50 Ea. (Coin)
Government Tax-Free Non-Coin American Eagles or Marvels. No coin chute, no cash box. Attendant permits play by unlocking handle with special key. Total plays easily seen on visible register.
$27.50 Ea. (Non-Coin)

NEW 1948 IMPS
Specify 1¢ or 5¢ Play, Cigarette or Fruit Reels.
$11.95 Ea.
Write for Quantity.



Abco NOVELTY Co.
King of counter games
2009 W. IOWA ST. PHONE HUMBOLDT 6-9478 CHICAGO, ILLINOIS

Always Delivering the BEST in Coin Machine Equipment
WILLIAMS Sensational NEW 5-Ball Free-Play Game!
SPEEDWAY
This one is really different! Immediate Shipment!
Phone Today! Our new number EVerglade 4-2300

Chicago 47
2330 N. Western Ave.
Phone: EVerglade 4-2300

SLOT MACHINE BARGAINS

2 Mills 5¢ Cherry Bells, Ea.	$75.00
1 Mills 5¢ Blue Front	55.00
1 Mills 5¢ Brown Front	75.00
1 Mills 10¢ Chrome Bell	60.50
2 Mills 25¢ BONUS BELLS, Ea.	60.00
1 Mills 25¢ CHERRY BELL	85.00
1 Mills 5¢ Q.T. BELL	$45.00
2 Mills 5¢ Jumbo Parade, Cash Pay, Ea.	75.00
1 Mills 5¢ Jumbo Parade, Free Play	65.00
1 Keeney 5¢ SUPER BELL	55.00
1 Columbia 5¢ Gold Award Bell	45.00

American Eagles, Marvels, Mercurys, Libertys, X-RAY, 1¢ Cigarette Reel Counter Machines, Ea. $10.00.
All guaranteed perfect working condition.
DELCA SALES COMPANY
814 W. TUSC STREET
CANTON 2, OHIO

L. A. Ops Okay Shufflesboards; New Games Are Location Aid

(Continued from opposite page)

who flatly state no profit can be made unless some type of electric scorer is used on the boards. An electric scorer with some type of device to attract attention to the board upon completion of the game is favored. One such scorer is being manufactured by the Advance Company, San Francisco.

Score Sheets

However, a regular score sheet seems to be working out in most instances because it is the same system used in bowling and players are generally familiar with its operation.

Best locations for shuffleboards seem to be either taverns or bowling alleys. Straight beer locations are found to gross more than cocktail lounges. Boards have been tried on outdoor locations, such as golf courses, with little success. The weather angle has put an added strain on the boards. They have also been tried in ping-pong areas, but the boards are usually too long for the shelters and the damp night air, prevalent in this area, causes warping.

Some operators feel that an untapped seg of the biz might be industrial locations, the domain of the bulk vender. There is talk that boards might be tried in plants to see if they would get enough play during rest and lunch periods.

Local Manufacturers

There are several boards being manufactured locally. The Ray R. Powers Company is handling the Superior and Catalina brands. The Superior board, which weighs around 700 pounds, is constructed so that the bed can be dismantled in three sections. This makes it easier to set up on location. Superiors are coming out with two coin chutes with a doubla-face scorer placed in the center of the board. The company is also putting out a single-face scorer which can be mounted on the wall.

The Catalina is a rebound type with a single coin chute and a scorer at the rear of the board. Both of these are wood boards.

System Amusement Exchange, Inc., is handling the plastic Olympic board and tha wood surfaced Rock-Ola. They report that action is about equal between the two boards. The Olympic board has a "Fiberloid" playing field that is guaranteed against warping. Tha manufacturer claims it is unaffected by climatic conditions and cannot be dented.

Walter Solomon is handling another local board, the Sterling. It has a plastic surface and comes in two lengths, 20 and 22 feet.

The Paul A. Laymon Company has the Frank Lamb Lamb-o-Matic, a coin-operated rebound board. It has a metal gate that covers the rebound so as to block play until a coin is inserted. They also handle a full-length wood board under the trade name Champ. This board is turned out by the Jem-Wood Products Company.

The future of the shuffleboard business in this area seems to hinge on intelligent operation on the part of the location owner. Those spots that provide their patrons with the best equipment and continue its upkeep will find their grosses on an even keel. Coinmen who are sold on the permanence of this latest branch of the biz feel that shuffleboards can become an important adjunct to any location. Those close to the picture are of the opinion that only the surface has been scratched.

Nebraska Operators See Filben Machines

OMAHA, Sept. 18.—Operators of music equipment thruout the State gathered here yesterday and today (17-18) to visit the newly opened headquarters of the Filben Sales Company of Nebraska, and to see the complete line of Filben equipment including the Maestro, Mirrocle Music and hideaways. It was estimated that more than 200 operators attended tha showing, first to be held in the State featuring the Filben equipment.

INVENTORY CLOSEOUTS!

ARCADE

Photomats (Deluxe Models)	$695.00
Goalees (Like New)	119.50
Genco Bank Roll-12 ft.	89.50
Ch. Coin All Star Hockey	69.50

MISC. MUSIC

Aireon Hideaway (Steel Cabinet)	$169.50
Aireon Deluxe (Completely Overhauled)	199.50
Packard Pla-Mor Speakers	24.50
Seeburg Playboys	49.50

CONSOLES

Jennings Multiple Cubes (4 Coin Play—5c—Light-Up Cabinet)	$ 89.50
Mills 4 Bells	50.00
Pace Twin Reels, 5-5	79.50
5-10	89.50
5-25	99.50
Jennings Fast Time (Slug Proof)	49.50
Lucky Lucres	99.50

SLOTS
Write for prices on reconditioned slot machines

Single Safe Stands	$39.50
Double Safe Stands	59.50

ONE BALLS

Jockey Clubs	$49.50
Jockey Clubs (Chrome Rails-Repainted)	75.00

SCALES

New Watling 200 Fortune Scales	Write
Horoscope Scale	$99.50

Terms: 1/3 Deposit With Order; Balance C. O. D.
★ ★ ★ ★ ★ ★ ★ ★
HY-G MUSIC CO.
257 Plymouth Ave. N.
Minneapolis 11, Minn.
Phone Geneva 0325

MILLS BELLS!
We have all Mills latest Bells in stock.
KEYSTONE PANORAM COMPANY, INC.
2538 W. Huntingdon St., Philadelphia
AUTHORIZED BELL-O-MATIC DISTRIBUTOR

COINMEN YOU KNOW

Chicago:

Joseph J. Kaden, who with brother Bernard heads the veteran candy and cigarette operating firm, Kandy Kit Company, came up last week with the observation that despite the trials and tribulations of wartime operations, with post-war price and merchandise adjustments, the vending field is still the business to be in. . . . Herman Duenisch, the Glen Ellyn music operator who has been having a tough time in recent months with repeat visits to the hospital, is still in there plugging when it comes to supplying suburban wax demand.

Moe Fine, Roxy Specialty Company, Montreal, was making the coin machine rounds. He says that there is every evidence that the present Canadian embargo on imported coin machines will be lifted in the near future and that Canadian coin circles would then go on to a period of unusual prosperity. . . . Lou Wolcher, recently elected president of the National Coin Machine Distributors' Association, was among the busiest coinmen in town last week. Lou was trying to get in personal touch with practically every visiting distributor to find out their individual opinions on how the new association could best serve the industry. He heads Advance Automatic Sales, San Francisco. . . . Sam Taran, of Taran Distributing, was in from Miami, made his headquarters at the Bismarck Hotel while here. He was recently appointed Florida distributor of AMI products.

Bert Davidson and Ralph Nicholson left for Dallas over the week-end to attend the Hollycrane showings at Walbox Sales headquarters September 22-25. At the end of the Dallas show both will head for New Orleans to represent Como Industries, manufacturers of Hollycranes, at a four-day show to be held by the New Orleans Novelty Company. . . . One of the local dailies carried a story pointing out that Chicago led all other U. S. cities in factory expansion since the end of the war. Among the coin firms that aided in this record were Chicago Coin, Exhibit Supply, Bally Manufacturing, Genco and United Manufacturing, last named coming thru with an all new plant. . . . Another leading Chicago manufacturer is about to enter the coin-operated shuffleboard field as soon as final production details can be ironed out.

Begin Curbs on Youths Playing Pins in Conn.

NEW BRITAIN, Conn., Sept. 18.—Following recent warnings issued by local authorities that regulations prohibiting minors from playing coin-operated amusement games were to be strictly enforced, two location owners were charged with violation of the New Britain pinball ordinance when youngsters were allegedly detected playing pin games by police here.

Preliminary hearings disclosed that one violation occurred on a game on location in a gas station while the other took place in a teen-age frequented sweet shop. It was indicated that since these two instances marked the opening of a drive to keep youngsters from putting their limited spending money in amusement games, the offenders would get off comparatively easy, but that other violations in the future would result in stiff fines for location owners.

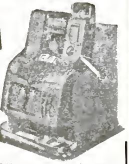
AUTOMATIC COIN
America's Bell Machine Center

Exclusive Authorized Distributor for Mills Bell Products

NOW DELIVERING BRAND NEW MILLS
JEWEL BELL • MELON BELL
BLACK GOLD HAND LOAD

GUARANTEED SLOTS
Reconditioned—Refinished—Repainted

MILLS GOLD CHROME, HAND LOAD. JP, 2/5 or 3/5, 5¢, 10¢ or 25¢ ..$129.50
MILLS GOLD CHROME, 2/5 or 3/5, 5¢, 10¢ or 25¢ 119.50
MILLS BONUS, 5¢ or 10¢ 119.50
MILLS BROWN FRONT, 5¢, 10¢ or 25¢ 104.50
JENNINGS 4-STAR CHIEF, 5¢ or 10¢ 69.50
JENNINGS BLACKHAWK, Post-War, 5¢ or 10¢ 109.50
JENNINGS DE LUXE LITE-UP, Post-War, 5¢, 10¢ or 25¢ 149.50



DELIVERING AGAIN!
BRAND NEW MILLS
5c Q. T., $115.00

NOW! STANDS & SAFES FOR ALL YOUR SLOTS!
Double Universal Revolv-a-Round $128.50
Double DeLuxe Revolv-a-Round 192.00
Triple DeLuxe Revolv-a-Round 288.00

MISCELLANEOUS GUARANTEED RECONDITIONED EQUIPMENT
11 Col. Du Grenier Cig. Machine ...$119.50
Uneeda Pak. Cig. Vendors, like new. 129.50
Evans Bat-a-Score, like new 225.00
Evans Bangtails, J.P. Model 149.50
A. B. T. Challengers ....$ 24.50
Wurlitzer 500 Phonograph 149.50
Seeburg Casino 139.50
Seeburg Mayfair 149.50

BRAND NEW MILLS VEST POCKET ... $65.00
DOWNEY-JOHNSON COIN COUNTER . $198.50
NEW METAL BOX STANDS FOR SLOTS $22.50

TERMS: ⅓ Deposit, Balance C. O. D.
WRITE FOR COMPLETE LIST: GAMES, PHONOGRAPHS, PARTS, ETC.

AUTOMATIC COIN
MACHINES & SUPPLY CO.
TELEPHONE: CApitol 7-8244
4135-43 ARMITAGE AVENUE • CHICAGO 39, ILLINOIS

Record Reviews

(Continued from page 119)

RATINGS (100 Point Maximum) 90-100 TOPS • 80-89 EXCELLENT • 70-79 GOOD 40-69 SATISFACTORY • 0-39 POOR

POPULAR

ARTIST / TUNES / LABEL AND NO. / COMMENT	OVERALL	DISK JOCKEY	DEALER	OPERATOR
MACKLIN MARROW-MGM ORK (M-G-M 30132)				
My Lost Love The tango "Nostalgias" dressed up in a stringy Marrow effort.	73	75	70	NS
Estrellita Pretty rendition of the always popular evergreen.	75	78	72	NS
JOSEPH McNALLY (Philip Green Ork) (MGM 10270)				
Galway Bay Irish tenor piping of the English hit drips with full sentiment of the tune; English-made.	65	64	66	65
A Cottage in Old Donegal Irish lullaby-type of item with McNally showing more of the pure Irish tenor voice.	63	63	64	62
HOOSIER HOT SHOTS (Columbia 20472)				
Jingle Bells Columbia starts its Xmas line with a reissue of this disk which is both pleasant and gay.	70	70	75	65
AMERICAN NOVELTY ORK				
Santa Claus Is Comin' To Town Stilted, lifeless rendition of seasonal standard but may sell a few sides at Xmas.	65	64	66	65
GEORGE PAXTON ORK (MGM 10263)				
The Curse of An Aching Heart Ensemble band vocal and clever cleffing makes for an ear catcher.	75	74	73	78
Whisper a Word of Love (Dick Merrick) Massenet - Harold Rome tune based on "Elegie." Paxton scores with instrumental chorus.	65	66	65	65
JERI SULLIVAN (The Les Baxter Quintet-Johnny White Ork) (Signature 15225)				
Cowboy Jamboree Miss Sullivan, Signature's new vocal discovery, displays plenty of voice quality, assurance and deft phrasing on this up-tempo production number, well-backed by smooth vocal quintet and jivey ork.	76	77	75	75
Dream House Warm voice here, but somewhat shaky in control, and oversized vibrato.	65	65	65	65
THE VARSITY ORK (Varsity 111)				
Gloria So-so job of coverage of the ballad hit.	69	70	68	68
That Certain Party Label's anonymous artists do a rousing version, well-corned, of the revived oldie. Side figures to cash in on some of stir aroused by Benny Strong's Tower waxing.	81	76	82	84
ANDY RUSSELL (Al Sack Ork) (Capitol 15214)				
Amor A re-issue of the big Russell seller of a few years back.	75	75	75	75
Besame Mucho Also a re-release of a Russell click.	74	74	74	74
BOB EBERLY (The Sunshine Serenaders) (Decca 24491)				
Hair of Gold Strong Eberly warbling and shuffle-rhythm orking of Western pop flicker. Could offer competition to earlier waxings of the ditty.	80	80	80	80
Rendezvous With a Rose Job on sentimental sleeper ballad lacks punch of flip.	72	72	70	7
MARGARET WHITING (The Crew Chiefs-Frank DeVol Ork) (Capitol 15209)				
Heat Wave Colorful piping and orking welded into an ear-catching production of the Berlin show tune.	83	85	84	80
Frank DeVol Ork *What Did I Do?* Quality ballad from "When My Baby Smiles at Me" flick gets a smooth and smart Whiting interpretation with sock DeVol orking.	84	87	85	81
BENNY GOODMAN (Emma Lou Welch) (Capitol 15208)				
I Hate To Lose You Indifferent Goodman ballad effort.	73	75	73	70
On a Slow Boat to China Band's intonation tops here, as Hendrickson warbles an easy ride vocal on the melodic plug tune.	84	87	84	80
EVELYN KNIGHT (Mannie Klein Ork) (Decca 24489)				
Buttons and Bows Miss Knight's quality vocal here gives good value lyric—and melody-wise, as she pipes the folk-like pop with cool clarity in traditional folk manner.	75	76	74	75
I Know Where I'm Going Flip here is a traditional folk ballad, and it's sung with authentic feeling.	73	75	72	7
DAVE BALLANTINE-VIRGINIA HAUER-THE MEN OF MELODY (Gold Medal GM 929)				
The Sing-o-Time and the Tambourine Synthetic concoction built around the new switch on the kazoo currently under promotion.	50	50	50	50
Ever Since We Fell in Love Haphazard boy-girl vocal on a dull ballad.	45	45	45	45
THE UNNATURAL SEVEN (Karen Tedder-Hawthorne) (Capitol 15210)				
Serutan Yob "Nature Boy" backwards makes for a very funny hunk of satirical wax. (Red Ingle and the Natural Seven)	81	91	89	85
Oh! Nick-O-Deemo (Red Ingle-Betty Holland) Country folks may like this side better than most; smacks of the square dance school.	76	75	75	7

RATINGS (100 Point Maximum) 90-100 TOPS • 80-89 EXCELLENT • 70-79 GOOD 40-69 SATISFACTORY • 0-39 POOR

POPULAR

ARTIST / TUNES / LABEL AND NO. / COMMENT	OVER-ALL	DISK JOCKEY	DEALER	OPERATOR
HENRI RENE MUSETTE ORK (The Manners Sisters) (Victor 20-3062)				
Cuckoo Bird Waltz Plenty schmaltzy gal harmony and tinkle-tinkle orking should make side a likely entry in the corn-and-cash derby.	76	76	75	77
JOAN MERRILL *How Did He Look?* Sopper - club recitation treatment of tune makes this an oddly paired platter.	64	68	67	60
VAUGHN MONROE (Ziggy Talent) (Victor 20-3071)				
Sam, You Made the Pants Too Long Parody revived here to cash in on Ziggy's "Maharajah of Magador" success. Side has enough to make the grade.	84	85	84	84
Why Did I Teach My Girl To Drive? Continuing-libretto type novelty tune—more in special - material than pop-song groove.	73	75	72	72
LARRY GREEN ORK (Victor 20-3072)				
Bella Bella Marie Colorful job of the pop rumba, with relaxed orking and simple quartet vocal.	75	75	74	75
Whistling in the Dark Trio warbling and whistling effects, pleasant and unadorned cleffing of oldie.	78	78	78	78
BOBBY SHERWOOD ORK Capitol 15211				
Floatin' Smart instrumental, with fat-toned trumpet solo and hard-hitting brass ensemble standouts. Band's intonation excellent thruout.	77	88	74	74
Let's Eat More of the same, but vehicle here is a novelty with Sherwood warbling the 'yric.	78	78	72	75
SNOOKY LARSON (The George Barnes Trio) (Mercury 6151)				
Down Among the Sheltering Palms Pleasant waxing of the equally pleasant oldie.	74	75	74	72
Georgia On My Mind (Owen Bradley's Quartet) Well-worn and recorded Carmichael song gets still another easy to take etching.	69	70	68	69
DON PAUL (Flynn's Hollywood Haymakers) (Highway H 3457)				
Is It True? Raucous, uneven steel guitar and 88 work in back of indifferent vocal.	43	40	42	45
Where the Apple Blossoms Fall Short-lived sleeper ballad better treated than flip.	53	51	53	55
PAGE CAVANAUGH TRIO (Signature 15195)				
I'll Remember April Trio, augmented by a fiddle section and Al Viola's solo guitar, weaves fragile mood music of a non-bop modern cocktail jazz vein.	74	77	78	70
The Man I Love Trio does the standard non-bop modern cocktail in their usual clean, coolly brittle manner.	78	74	71	72

RACE

ARTIST / TUNES / LABEL AND NO. / COMMENT	OVER-ALL	DISK JOCKEY	DEALER	OPERATOR
HORACE PALM-DUKE GRONER TRIO (Aristocrat 1803)				
Bluebird of Happiness Warbler does the pop with good voice. Attempt at spoken interpolation is jarring.	75	75	75	75
Lilacs in the Rain Topnotch singing here, as Palm scores with phrasing and feeling.	78	78	78	78
SONNY BOY WILLIAMSON (Victor 20-3047)				
Stop Breaking Down The deep, dark and dirty blues, with anthentically elemental appeal.	70	68	70	72
Rub a Dub Lively chanting in deep South accent of a double entendre lyric based on a traditional race theme. Should get juke play in race spots.	72	NS	70	75
T-BONE WALKER (Comet T-50)				
West Side Blues Good commercial blues—sung with slick knowingness and smoothly orked.	76	76	74	78
Lonesome Women Blues Blues in jump tempo, with go instrumental solos sandwiched between vocal choruses.	74	74	72	76
CAMILLE HOWARD (Specialty SP-309)				
Has Your Love Grown Cold? Thrush warbles ordinary ballad with easy assurance but not much fire.	75	74	74	77
Barcarolle Boogie Camille does a short b.-w. 88 solo on the Offenbach theme. Playing is thumping and mechanical, and incongruity of treatment and material is apparent, but side may pan out in race locations.	76	78	78	82
LITTLE EDDIE BOYD BOOGIE BAND (Victor 20-3058)				
Why Did She Leave Me Eddie shrills a conventional blues at up-tempo boogie beat. Orking is rhythmic but uneven, with a piercing-toned clarinet solo detracting.	66	66	64	66
Mr. Highway Man Slow blues here, chanted with conviction, but instrumental work is no embellishment.	68	67	68	70
WILLIE (LONG TIME) SMITH (Columbia 30140)				
Flying Cloud Boogie Slam-bang b.w. instrumental and vocal signifying nothing.	40	40	40	40
Dirty Deal Boogie An improvement on flip in fervor and over-all cohesiveness.	58	58	58	58
BEALE STREET BOYS (M-G-M 10287)				
Wait'll I Get You in My Dreams Tonight Muffled effect of lead warbler's vocal detracts from pleasant tune. Deficiency is in the recording, not the performers.	65	62	62	65
Home Listenable but ordinary job of the oldie.	66	66	65	67
DINAH WASHINGTON (Mercury 8107)				
I'll Wait Subdued race ballad, piped in relaxed style.	75	74	78	76
It's Too Soon To Know Dinah sells the race-pop sleeper in her best gliding style, with ork backing to match	85	85	84	86

RATINGS (100 Point Maximum) 90-100 TOPS • 80-89 EXCELLENT • 70-79 GOOD 40-69 SATISFACTORY • 0-39 POOR

RACE

ARTIST / TUNES / LABEL AND NO. / COMMENT	OVER-ALL	DISK JOCKEY	DEALER	OPERATOR
ALBERT AMMONS RHYTHM KINGS (Mercury 8100)				
Baltimore Breakdown Ammons' boogie 88-ing drives fiercely thruout, but mediocrity of other soloists spoils what might have been a topnotch jump instrumental.	73	75	70	75
In a Little Spanish Town With the exception of a short guitar break, it's Ammons all the way, riding rhythmically and easily, but not with the implacable drive of flip.	70	70	68	72

HOT JAZZ

ARTIST / TUNES / LABEL AND NO. / COMMENT	OVER-ALL	DISK JOCKEY	DEALER	OPERATOR
DIZZY GILLESPIE AND HIS ORK (Victor 20-3023)				
Manteca Bop with an Afro-Cuban flavor has lots of commercial sing with much of the provocative element of bop removed.	84	85	83	84
Cool Breeze Another in Diz's series of scat vocal bop work packs plenty of wallop and good Gillespie horn.	79	80	75	78
ILLINOIS JACQUET ORK (Victor 20-3060)				
Mutton Leg Illinois re-slices the side which brought him prominence with Count Basie; a fine speed tempo opus; a sensational but too short J. J. Johnson tram passage.	77	79	77	75
Symphony In Sid "Flyin' Home" and some bary and tenor sax honks give this some juke appeal in race boxes; otherwise fairly pleasing jazz.	74	78	78	77
THE THELONIOUS MONK QUINTET (Blue Note 548)				
In Walked Bud Melodic and purist bop based on "Blue Skies"; good beat, good trumpet and good Thelonius.	74	77	74	70
Epistrophy Monk's purist bop betrays no swiped chordal structures; the beret-goatee cult will wear this side down to the turntable.	65	65	70	60
H. McGHEE AND OTHERS (Modern 20-618)				
Cool Fantasy, Parts I and II This a rather mixed up effort on part of a group of good to excellent musicians to work up an opus in the bop school; result lacks cohesion, solos are unimaginative; leading attributes are short spurts of good sax sound, a short McGhee trumpet passage and Vic Dickenson's tram.	47	50	50	40
HAL SINGER SEXTETTE (Savoy 671)				
Corn Bread Sure-fire race box material with its obvious emphasis on rhythm and raucous tenor and bary sax blowing.	82	80	80	86
Plug for Cliff Similar type opus that lacks some of the appeal of the topside.	77	76	77	78
LORD NELSON AND HIS BOPPERS (King 4235)				
Stardust Sonny Stitt's alto sax is featured in this exceedingly warm bopper on the evergreen; collectors should like.	73	76	72	71
Ratio and Proportion Clean bop opus with Stitt's alto again showing the way; trumpet, piano and vibes account for creditable work.	69	70	69	67

INTERNATIONAL

ARTIST / TUNES / LABEL AND NO. / COMMENT	OVER-ALL	DISK JOCKEY	DEALER	OPERATOR
FRANK WOJNAROWSKI ORK (The Wayfarers) (Dana 2020)				
Ferryboat Polka Polka, which had success as a Polish-language number, is done here with English lyrics. Gay and spirited, and already showing healthy sales, it could be headed for success in the pop market.	85	84	84	86
Ploom-Ploom-Ploom Slight novelty lyric in ¾ time.	60	60	60	60

See Music Dept. for This Info

Among the stories of interest to coin machine industry to be found in the Music Department of this issue of The Billboard are:

BAN-LIFT MAY COME TO END. Petrillo submits a plan to the recording industry to dissolve the ban.

CAP MAKES REISSUES. Capitol starts a policy to market reissues regularly.

NEW RECORD COMPANY BOWS. Lucky Music buys 100 masters to start biz.

HOLIDAY RECORDS BOWS. Indie opens shop with 600 Disc masters and will push for mass sale on race, jazz and folk platters for 79 cents.

RAYMOR PLATTERS OPEN BIZ. Company issues four sides with backlog coming up.

AFM TO TAKE ACTION VS. BAN SKIRTING. Union plans to take issue with musicians who have been recording during the ban.

AFM AND AGVA CONFLICT. AFM claims Harmonicats and other recording artists in jurisdictional battle with AGVA.

And other informative news stories as well as the Honor Roll of Hits and pop charts.

- Playfield 30" x 20"
- Only 2 Levers Operate Crane
- Easy Access for Dressing Field
- Console Cabinet
- Cheat-Proof Construction

THE NEW

"Hollycrane"

LIFTS YOUR PROFITS TO A NEW HIGH!

WILL OPEN CLOSED TERRITORIES!
WILL MAKE GOOD TERRITORIES TERRIFIC!

It's the greatest money maker at all—barring none!
Simple trouble-free operation!
Location tested for almost two years on the West Coast!

SENSIBLY PRICED!

Brilliant Fluorescent lighted! Matched wood and chrome fitted cabinet! Don't confuse HOLLYCRANE with any other merchandise machine of the past—it's different—you have to see it to appreciate it! ! !

Send for Descriptive Folder

Be Sure To Attend These

HOLLYCRANE SHOWINGS!

September 22 through 25, inclusive

WALBOX SALES CO.

3909 MAIN STREET DALLAS, TEXAS

September 27 through 30, inclusive

NEW ORLEANS NOVELTY CO.

115 MAGAZINE STREET NEW ORLEANS, LOUISIANA

Date To Be Announced

SICKING, INC.

1401 CENTRAL PARKWAY CINCINNATI, OHIO

WE ARE ALLOCATING TERRITORY TO FINANCIALLY STABLE AGGRESSIVE DISTRIBUTORS

COMO INDUSTRIES, INC.

2532 N. ELSTON AVE.
CHICAGO 47, ILL.
PHONE: ARM 9266

UNT ★ IN NEW ENGLAND IT'S TRIMOUNT ★ IN NEW ENGLAND IT'S TRIMOUNT ★ IN NEW ENGLAND IT'S TRIMO

A Great SELECTION of OUTSTANDING 5 BALLS TO "PEP UP" Your LOCATIONS

Gottlieb's BARNACLE BILL
Williams' GIZMO
Exhibit's CIRCUS
Genco's SCREWBALL
Chicago Coin's THRILLER
United's SUMMERTIME

NOW BEING DELIVERED BY TRIMOUNT

TRIMOUNT

COIN MACHINE CO.

40 WALTHAM ST. BOSTON 18, MASS. PHONE: LIB. 9460

— TELEVISION —

Act now—Special Distributors' deal in television. Big picture, direct view television sets designed for commercial use. Available for immediate shipment.

ATLANTIC TELEVISION & SERVICE CORP.

130 LINCOLN STREET ALLSTON 34, MASS.

Directory of Distributors

(Continued from page 110)

BROOKLYN—Furst & Schwartz, 512 Grand St.
CHICAGO—Donald N. Buck, 7804 Colfax
HOLLAND, Mich.—Thomas Smith, 489 College Ave.
LOS ANGELES—San Rousso, 858 S. Flower.
PORTLAND, Ore.—D. H. Surcham, 917 S. W. Oak
ST. CHARLES, Ill.—J. E. Naughton, 861 Geneva Rd.
SHAKER HEIGHTS, O.—J. R. Fox, 3502 Ingleside Rd.
WOLLASTON, Mass. Ralph Littlefield, 108 Bromfield.

Technicraft Manufacturing Co.

(Shuffleboards)
751 W. 10th Pl., Los Angeles
LOS ANGELES—Ray R. Powers, 2329 W. Pico Blvd.

Tradio Corp.

Asbury Park
ARDMORE, Okla.—Emmett Miller & Co., 1209 Stanley Blvd.
BIRMINGHAM—H. & L. Distributors, 314 Oxmoor Rd.
BRIDGEPORT, Conn.—Television Engineering, 2578 Fairfield Ave.
BROOKLINE, Pa.—Park Radio & Television Co., 1019 Allston Rd.
CAMBRIDGE, Mass.—Harvard Television Co., 1430 Massachusetts Ave., Harvard Square.
CHATTANOOGA—Tradio, Inc., of Tennessee, 628 James Bldg.
CLEVELAND—William C. George Television, 4427 Lorain Ave.
DALLAS—B. & R. Sales, 1626 North Industrial Blvd.
DETROIT—Angott Sales, 2616 Puritan Ave.
Tel-Rad Sales Co., Mendota St.
ELYRIA, O.—Joseph Vucick, 828 Middle St.
HAVANA—Tradio of Cuba, Monserrate 301
HONOLUU—Pacific Sales Factors, 657 Kapiolani Blvd.
MARIETTA, Ga.—Production Engineering Co., 201 Denmead Ave.
MIAMI—Tradio of Florida, 814 N. Miami Ave.
NEW YORK—Ben Golob Dist. Co., 303 Fourth Ave.
OAKLAND, Calif.—Sambert Dist. Co., 565 Mandana Blvd.
PACIFIC GROVE, Calif.—Fred B. Cole, Box 77.
PHILADELPHIA—Tradio of Philadelphia, 2221 N. Salford St.
Barnett Enterprises, 911 Keystone State Bldg., 1321 Arch St.
PITTSBURGH—Coin Radio of Pittsburgh, 2883 W. Liberty Ave.
PORTLAND, Ore.—Specialty Sales Co., 1218 N. W. Glisan St.
PORTSMOUTH, Va.—Tri-State Tradio, 430 High St.
SAN JUAN, P. R.—Schroeder Agencies, P. O. Box 4461.
SYRACUSE—Rex Coin Machine Exchange, 821-829 S. Salina St.
WASHINGTON—Louis Kabran, 3611 Veazey St. N. W.
Allied Electronics, 3 Thomas Circle.
WICHITA, Kan.—L. J. Morfield, 309 S. Glendale.
WINNIPEG—M. A. Doyle Amusement Co., 195 Oxford St.

Uneeda Shine Machine Co.

505 W. 42nd St., New York
NEW YORK—Acme Sales Co., 505 West 42d St.

U-Need-A Vendors, Inc.

288 Frelinghuysen Ave., Newark
NEW YORK—Vendors, Inc., 585 10th Ave.

Vendall Co.

2323 Wolfram St., Chicago
ATLANTA 3—Klotz Sales Co., 156 Edgewater Ave. N. E.
BOSTON 10—Strauss Vending Machine Co., 1672 Washington St.
CLEVELAND—Standard Vending Machine Sales, 5209 Euclid Ave.
DENVER—P. & M. Vending Co., 614 19th St.
EL PASO—H. L. Blackwell Co., Emery Way at Sunset Drive
HOLLYWOOD 27—Weymouth Service Co., 4951 Santa Monica Blvd.
MINNEAPOLIS 8—E. T. Barron & Co., 816 W. 36th St.
PITTSBURGH Mr. Maury Auerbach, 1349 Fifth Ave
PORTLAND 1, Ore.—D. A. Estey & Co., 1515 S. W. Fifth Ave.
UNIVERSITY CITY 5, Mo.—Al. Price Tobacco Co., 6655 Olive Blvd.

Videograph Corp.

601 W. 26th St., New York
DETROIT—Darrel B. Chadwick, 16169 Kentucky Ave.
CLEVELAND—L. & N. Music Co., 1627 Superior Ave.
HAMLIN, Pa.—Mt. Cobb Exchange.
LYNBROOK, N. Y.—Danny Baum, Inc., 51 Wright Ave.
MIAMI BEACH, Fla.—Videocoin Corp. of Fla., 1043 Alton Rd.
MT. VERNON, N. Y.—Alpha Radio & Television Service, 202 N. High St.
NEW YORK—Videocoin Corp., 776 10th Ave.
ROXBURY, Mass.—Pioneer Music Co., 329 Warren St.
YORK BEACH, Me. Elmer S. Laughton, 108 Broadway.

Williams Manufacturing Co.

161 W. Huron St., Chicago
BALTIMORE—Waldrop Distributing Co., 1728 N. Charles St.
BOISE, Idaho—Gem State Novelty Co.
BOSTON—Trimount Coin Machine Co., 40 Waltham St.
BUTTE, Mont.—Brinck Distributing Co., 825-7 E. Front.
CHICAGO—World Wide Distributing Co., 2330 N. Western Ave.
COLUMBUS, O.—Shaffer Music Co., 606 S. High St.
DALLAS—General Distributing Co., 2812 Main St.
DETROIT 1—King Pin Distributing Co., 3004 Grand River Ave.
JACKSONVILLE, Fla.—Taran Distributing Co., 90 Riverside Ave.
KALAMAZOO, Mich.—King Pin Equipment Co., 826 Mills St.
KANSAS City, Mo.—Consolidated Distributing Company, 1910 Grand Ave.
LOUISVILLE—Southern Automatic, Inc., 624 3d St.
MEMPHIS—S. & M. Sales Co., 1074 Union St.
MIAMI—Taran Distributing Co., 2820 N. W. 7th Ave.
MILWAUKEE—London Music Company, 3130 W. Lisbon.
NEWARK, N. J.—Bilotta's Amusement Co., 126 E. Union St.
NEW ORLEANS—New Orleans Novelty Co., 115 Magazine St.
OMAHA—H-Z Vending & Sales Co., 1205 Douglas St.
PHILADELPHIA—Scott-Crosse Co., 1423 Spring Garden St.
PHOENIX, Ariz.—Garrison Sales Co. 1000 Washington.
PITTSBURGH—B. D. Lazar Co., 1635 Fifth Ave.
ROANOKE, Va.—Roanoke Vending Machine Co., 13 S. Jefferson St.
ST. LOUIS—V. P. Distributing Co., 2336 Olive St.
ST. PAUL—Mayflower Distributing Co., 2218 University Ave.
SAN FRANCISCO—Advance Automatic Sales Co., 1350 Howard St.

100%

Return privilege within 10 days if not satisfied with our reconditioned equipment.

WURLITZER 616

Fully repainted. Perfect condition. Ready for location.

$79.50 (Crated)

1/3 With Order, Balance C. O. D.
Send for Complete List.

DAVID ROSEN, INC.

Exclusive AMI Distributor
855 N. Broad St. Philadelphia 23, Pa
Stevenson 2-2903
503 Evergreen Ave. Baltimore 23, Md.
Edmonson 5322

WANTED

EXPERIENCED JUKE BOX AND PIN BALL MECHANIC

Must be steady, reliable and able to furnish references.

GENERAL NOVELTY CO.

Chanute, Kansas

SHOOT
FOR
BIGGER
PROFITS
WITH
Dale's
All Electric
Mauser
Pistol
Shooting
Gallery

(Legal Any place in U.S.)

- Fast Play—15 Shots 5c
- Terrific Replay Appeal
- 50-Foot Firing Range Effect
- Amazing Gun Recoil
- 4 Falling Animal Targets
- Faultless and Trouble Free

(Distributorships Available)
WRITE, WIRE, PHONE TODAY!

17"x30"x60"
Wt. 100 lbs.

DALE
ENGINEERING CO.
Dept. #63, 6744 Orizaba Ave.
Long Beach 5, California
Phone Metcalf 3-2871

NAMA Syracuse Meet Draws 115

(Continued from page 96)

The cup business does not even resemble the bonanza that promoters have put across; that cup vending is unquestionably a business which belongs with the independent operator, and finally, the cup equipment is here to stay, but that its rate of growth and immediate potential have been over estimated. For example, Houston pointed out that in the pre-war years approximately 7,000 cup venders were manufactured and that this production has been added to by 15,000 machines produced during the post-war period. Currently, Houston said, there are between 12,000 to 15,000 cup venders on location, doing an annual sales volume of $20,000,000.

To be successful at present prices and operating costs Houston told the group a location would have to produce $2,500 annual gross to support a cup drink machine. Looking ahead to, in Houston's words, "the bright side of the picture," he pointed to the widespread acceptance of cup venders, even in the South "where the bottle is king." He added that promoters are deserting the field for more lucrative activities; that great progress is being made technically and in styling.

Houston's address was followed by a discussion of the effects of the recent cigarette price increase, presented by John Moran, of Rowe.

Everett Newcomer, of New York City Milk Company, told the meeting that his company expects in the future to do a volume business in quarts sold from vending machines installed in apartment houses. Investigation shows, Newcomer said, that this field offers a greater potential volume than the industrial location which is currently tops for that type of merchandising. At the luncheon session, held in the hotel, W. G. Fitzgerald, one of the founders of NAMA, traced the group's growth in an address entitled *Now and Then*.

Friday afternoon members, their wives and guests went to near-by Drumlins Country Club which was also the scene of the region's annual banquet at which Elmer Pierson, NAMA president, was principal speaker.

Pierson, lately returned from a three-month tour of 18 foreign countries, made on behalf of his company, Vendo, briefly sketched the state of automatic merchandising in Switzerland and Sweden. Those countries, he pointed out, have made some remarkable advances in vending, but they are held back by shortages of materials. In Stockholm, Pierson said he saw venders with as many as 360 compartments merchandising everything from confections to tomatoes and strawberries.

Climax of the evening came when Bob Greene, past president of the association, presented George Pratt, vice-president of Automatic Canteen Company, with a plaque in appreciation of the legislative services he has rendered the association and the industry as a whole.

Saturday was the operator's day. At the morning business session operators and one supplier from up-State and down-State New York matched wits in providing answers to questions posed by members.

Luncheon at noon concluded the two day meeting. Entertainment during the session was provided by Phillip Morris & Company and by P. Lorillard Company.

MANHEIM, Pa., Sept. 18.—A contract for 230 parking meters, to be installed within 60 days, has been awarded by borough council to Magee-Hale Park-o-Meter Company, Oklahoma City. The meters will be installed at a cost of $61.5` each on a six-month trial basis. They will be of the 10-penny, two-nickel hour type.

Permanent PROTECTION

Priced Within Reach of EVERY Operator

DELUXE & UNIVERSAL SAFES AND STANDS

FIT ALL MACHINES

Single Universal Stand

Nothing can compare with these super-safe protection units at the price. They are heavier, better constructed . . . are equipped with better locking devices . . . simplify servicing all machines . . . are streamlined and finished in attractive colors that harmonize with the finest interiors.

Plan TODAY to safeguard your machines, your income, and your locations with DeLuxe or Universal Protection Equipment.

Write at once for literature, prices, and name of nearest distributor.

PROMPT DELIVERY

Triple DeLuxe Safe

CHICAGO METAL MFG. COMPANY
3724 South Rockwell Street
Chicago 32, Illinois
Tel.: LaFayette 5754

FALL PHONOGRAPH SALE!

POST-WAR PHONOGRAPHS

WURLITZER 1015	$469.00
WURLITZER 1080	489.00
ROCK-OLA 1422	319.00

EACH MACHINE THOROUGHLY CLEANED—CHECKED—REFINISHED
Operates Like New—Looks Like New.

80 UNIT AMI HOSTESS . . . *excellent condition with complete Hostess record library . . . write*

GUARANTEED REBUILT PHONOGRAPHS

- PROFESSIONALLY REFINISHED
- MECHANISM OVERHAULED
- WORN PARTS REPLACED
- AMPLIFIER RECONDITIONED
- TONE HEAD RENEWED
- TALKING GOLD GRILL

Following prices for machines complete in working order.
For rebuilt unconditionally guaranteed phonographs, add $35 each.

WURLITZER	
750	$219
950-850	169
800	169
500	99
600R	89
24	69
500 VICTORY	69
71	79
61	59
MODEL 412	49

SEEBURG	
LOTONE	Write
MAJOR	$139
COLONEL	139
COMMANDER	134
CLASSIC	109
VOGUE	109
1941 FACTORY R.C. SPEC.	199

ROCK-OLA	
SUPER	$89
MASTER	89
DELUXE	89
STANDARD	89
PRESIDENT	89
CELLAR JOB	59
TWIN 12, METAL CABINET	49

WALL BOXES: Seeburg, S-20-12, $3.95; WS-2Z, Wireless, $17.50; DS-20-12, 3-Wire, $15.00; Post-War, Write; Wurlitzer 120, $5.00; Wurlitzer 3020, S-10-25¢, 3-wire wall box, $55.00; Rock-Ola Dial-A-Tune, $3.50. Terms: ⅓ Deposit, Bal. C. O. D.

DAVIS DISTRIBUTING CORPORATION
SEEBURG FACTORY DISTRIBUTORS
738 ERIE BLVD. EAST
SYRACUSE, NEW YORK
PHONE SYRACUSE 5-5194
BRANCHES BUFFALO, ROCHESTER

Big Money Makers
During the War Years
WILL GO BIG
AGAIN AT SERVICE
CAMPS
BUY
PHOTOMATICS
and
VOICE-O-GRAPHS
WRITE FOR DETAILS
We Also Stock Complete Line of
Arcade Equipment.
Send For FREE Catalog.

Blendow and Meyers inc.
705 10th Ave. (Cor. 48th St.)
New York 19, N.Y. PLaza 7-5190

ONE BALL PAYOUTS

19	Victory Derby	$125.00
5	Sport King	20.00
12	Long Shot	20.00
15	Arlington	9.00
15	Preakness	5.00
9	Kentucky	20.00
2	Jockey Club	40.00
2	Bally Grandstand	20.00
9	Santa Anita	$20.00
1	Keeney Super Bell, 2-5	75.00
8	Sport Page	10.00
1	Challenger	20.00
1	Sweepstakes	15.00
1	Ak Sar Ben	15.00
2	Gold Cup	25.00
1	Bally Feature Race	20.00

Sold as is. Complete with all parts. One-third dep., bal. C.O.D. Discount if picked up uncrated.

CAPITOL AMUSEMENT CO.
1119 S. Grand Ave., East Springfield, Ill.

Initial Survey on Policies For Competitive Businesses

(Continued from page 125)

Capehart said. "Those who make themselves heard in a situation of this kind, from the short-time standpoint, are those who feel they have been hurt or are likely to be hurt. We will pursue our inquiry with an open mind, and I promise that the facts which support the commission's policy will be given equal weight and emphasis with all other facts developed. It is not my intention, nor is it the intention of the committee or its staff, to support any pricing system which stifles competition and operates to the injury of free enterprise and individual initiative in the United States. If any basing point pricing system operates in this fashion it should be done away with. What we should strive to do is to clarify the situation created by the court's decision so that industry, agriculture and labor may know the rules under which they operate."

Capehart declared that "we are not remotely concerned with the defense of any pricing policy which is adopted thru conspiracy or forced on buyers thru an agreement among manufacturers." He said that the Sherman Anti-Trust law provides for the prosecution of such conspiracies and it was his "sincere desire that those government officials charged with the enforcement of those laws actively prosecute all violators of the Sherman Act." The senator told the council that his committee wanted "to know whether uniform delivered prices, uniform zone prices, prices of manufacturers based on freight equalization and prices reached by a seller in absorbing freight to meet the lower price of a competitor located closer to the customer are to the best interests of our national economy and the free enterprise system." He pointed out that on three occasions between 1933 and 1940 the FTC asked Congress to pass legislation making freight absorption of this character illegal and that on each occasion Congress refused. Capehart said that while Congress should not avoid responsibility, "it [illegible] that a new pricing policy [illegible] put into effect without legislation by Congress" and that Congress should study its effect on the nation to the extent that it goes beyond outlawing conspired prices. The subcommittee chairman said four questions, raised as a result of the FTC's attitude toward business pricing policies, should receive the advisory council's attention. These questions, he said, were:

"1. Will these pricing policies foster and promote competition in industry and advance the free enterprise American way of business life?

"2. Will these pricing policies promote a beneficial decentralization of industry in the furtherance of our national security?

"3. What will be the effect of these pricing policies on the cost to the consumer of the manufactured articles he buys?

"4. Will these pricing policies result in shifts in population which will materially affect the nation?"

Tigerman-LaMaskan Firm in Pistol Ray Gun Production

CHICAGO, Sept. 18.—The Milbert Company here is now delivering its newly developed ray pistol called Pistol Practice, firm heads Al Tigerman and Frank LaMaskan, announced this week.

Amusement piece is a conversion of the Chicken Sams and sells for $39.75. Tigerman and LaMaskan state that they have had the new conversion on test location for several months in the Hollywood Arcade here on South State Street.

Revive Decade Old Coin Tax For Galveston

Four Classes of Fees

GALVESTON, Tex., Sept. 18.—Approximately $20,000 annually is expected to result from the recently reactivated coin machine occupation tax, Gus F. Jud, city assessor and collector, announced recently. Any machines found on location without the revived permits are being confiscated.

The ordinance requiring occupation license fees on all coin-operated machines was adopted by the board of commissioners in 1937. This year the board decided to resume collection of the fees in accordance with the coin-operated tax law passed by the State Legislature.

There are four broad classifications under which the law applies: Class A, merchandise or coin-operated music machines where the coin used does not exceed a nickel, $1.25 per machine; Class B, merchandise or coin-operated music machines where the coin used exceeds a nickel, $10 per machine; Class C, machines defined as skill or pleasure coin-operated machines where operable coin does not exceed a nickel, $15 per machine, and Class D, skill or pleasure coin machines operated on more than nickel, $30.

Mason Forms New Distrib Co.; Aims at Export

NEW YORK, Sept. 18.—Phil Mason, active in coin machine circles as an operator and distributor for many years, has organized a new firm called Mason Distributing Company, with headquarters at 602 10th Avenue here. In addition to jobbing a full line of coin machine equipment, Mason declared he will specialize in reconditioning used automatic phonographs for the export market.

With Eddie Slevin, formerly of Dynamic Devices, Inc., heading his engineering department, Mason said he has developed a new process for reconditioning and rebuilding used equipment. Most of this work will be handled in a plant now being set up in Newark.

CENTRAL OHIO'S QUALITY BUYS
KEENEY'S NEW ELECTRIC CIGARETTE VENDOR
ORDERS NOW TAKEN FOR PREFERRED DELIVERY IN OHIO, KENTUCKY, WEST VIRGINIA

NEW PIN BALLS
EXHIBIT CIRCUS
UNITED SUMMERTIME
UNITED MAJOR LEAGUE
UNITED MANHATTAN
GENCO SCREWBALL
CHI COIN THRILL
BALLY CARNIVAL
WILLIAMS BIZMO
CHI COIN CRAZY BALL

LATE PIN BALLS

TROPICANA	$119.50
ROCKET	59.50
AMBER	59.50
PLAYBOY	64.50
TORNADO	59.50
HONEY	69.50
GOLD BALL	99.50
MYSTERY	99.50
MEXICO	99.50
NEVADA	99.50
HAWAII	99.50
CYCLONE	59.50
DYNAMITE	59.50
FIESTA	59.50
TALLY-HO	79.50
HAVANA	49.50
CAROUSEL	59.50
SURF QUEEN	29.50
MIDGET RACES	39.50
BIG HIT	99.50
MARJORIE	99.50
FAST BALL	59.50
CANTEEN	29.50
KILROY	43.50
TORCHY	79.50
BIG LEAGUE	$ 29.50
BAFFLE CARD	49.50
SEA BREEZE	32.50
RIO	92.50
MANHATTAN	119.50
VANITIES	59.50
CROSSFIRE	94.50
HUMPTY DUMPTY	139.50
COVER GIRL	139.50
BERMUDA	139.50
CARIBBEAN	159.50

ONE BALLS

VICTORY SPECIALS	$199.50
BIG PARLAYS	149.50
BIG PARLAYS (New)	249.50
DAILY RACES	215.00
SPECIAL ENTRY	349.50

CONSOLES
NEW

5¢-25¢ Bonus Super Bells	$900.00
5¢-25¢ Gold Nuggets	900.00
5¢ Bally Wild Lemons	542.50
5¢ Bally Double Ups	542.50

CONSOLES
USED

Draw Bells, Regular	$229.50
Draw Bells, Red Buttons	259.50
5¢ Bonus Super Bells	285.00
5¢-25¢ Twin Bonus Supers	895.00
5¢-5¢ Twin Bonus Supers	575.00
5¢-10¢-25¢ Keeney Triples	795.00
5¢-5¢-25¢ Bally Triple	545.00
5¢ Bally Club Bell	99.50
5¢ Paces Reels, Comb.	49.50
5¢ Paces Reels, C.P.	49.50
5¢ Bally Big Tops, C.P.	79.50
5¢ Evans Gal. Dominos, '47	415.00

ARCADE EQUIPMENT

Batting Practice	$ 79.50
Sky Fighter	119.50
Air Raider	79.50
Tommy Gun, Late	79.50
Panorams	259.50
Undersea Raiders	149.50
Lite Leagues	149.50
Voice Recorder	99.50
9-Ft. Skee Roll	79.50
Scientific Baseball	59.50
Jack Rabbit, New	300.00
Buckley Diggers	99.50
2 Exhibit Rotary Diggers	195.00
Champ Basketball, New	49.50
Pokerino, Scientific	199.50
Goalee, New	225.00
Wurl. Skee Rolls, 14-Ft.	165.00
10½-Ft. Premier Skee Rolls	WRITE

NEW SLOTS

	5¢	10¢	25¢	50¢
Mills Black Cherry	$249.50	$253.00	$259.00	$338.00
Mills Jewel Bells	245.00	253.00	259.00	350.00
Mills Golden Falls	249.50	259.50	259.50	350.00
Mills Vest Pockets	74.50	—	—	—
Jennings Std. Chief	269.50	279.50	289.50	399.00
Jennings Club Chief	324.00	334.00	344.00	454.00
Groetchen Columbia	—	—	—	145.00
Watling Rolatop	175.00	200.00	225.00	300.00
Pace DeLuxe Chrome	245.00	255.00	265.00	375.00
$1.00 Pace DeLuxe	—	—	—	550.00

USED AND FACTORY REBUILT SLOTS

5¢ Blue Fronts	$ 79.50
10¢ Blue Fronts	99.50
25¢ Blue Fronts	99.50
5¢ Brown Fronts	99.50
10¢ Brown Fronts	109.50
50¢ Chiefs	249.50
50¢ Blue Fronts	249.50
$1.00 Chief	475.00

REBUILTS
LIKE BRAND NEW

5¢ COPPER, GOLD AND BLUE, Hammerloid Finish	$119.50
10¢ COPPER, GOLD AND BLUE, Hammerloid Finish	129.50
25¢ COPPER, GOLD AND BLUE, Hammerloid Finish	199.50

(Drill Proof and Knee Action)

COUNTER GAMES

1¢ Sparks Check, P.O.	$12.50
1¢ Daval Marvels	19.50
5¢ Gushers, New	29.50
5¢ Davals, Free Play	59.50
1¢ Marvel Pop Up, New	25.00
1¢ Target Skills	22.50
1¢ Gottlieb Grip Scales	32.50
1¢ Daval Buddy Cigarette	27.50
5¢ Jennings Grandstands	12.50

SAFES AND STANDS
REVOLVAROUNDS

Single	$ 79.50
Single DeLuxe	119.50
Double	115.50
Double DeLuxe	152.50
Triple DeLuxe	202.50
Heavy Double	235.00
Box Stands	25.00

1/3 DEPOSIT WITH ORDER

CENTRAL OHIO COIN MACHINE EXCHANGE
525 S. HIGH ST., COLUMBUS, OHIO
PHONE: ADAMS 7254

GIVE TO THE DAMON RUNYON CANCER FUND

BETTER PHONOGRAPHS
★ ALBENA ALWAYS GIVES YOU MORE FOR YOUR MONEY ★
All Machines Thoroughly Overhauled Mechanically and Cabinets Beautified.

WURLITZER

24	$ 65.00
600	80.00
500	90.00
850	175.00

And Many Others

SEEBURG

GEM	$ 90.00
REGAL	90.00
VOGUE	100.00
CLASSIC	100.00
MAJOR	100.00
COLONEL	100.00

And Many Others

Seeburg LO-TONE
Chassis completely overhauled. Cabinets remodeled and modernized. Gorgeous looking machines that will take the place of new machines $215.00

Heavy Duty 12" PM Speakers, ea.	$ 5.25
18" Lumelines, ea.	.85
Wurlitzer, Seeburg, Rock-Ola Motors, ea.	12.00
Wurlitzer Metal Title Strip Holders, ea.	.01
Wurlitzer Tone Arms—Any Model, ea.	6.00

Parts for Practically All Makes and Model Coin-Operated Phonographs—WRITE

SEND FOR FREE CATALOG. DEPOSIT REQUIRED ON ALL ORDERS.

ALBENA SALES CO.
587 10th AVE., NEW YORK 18, N. Y. • LOngacre 5-8334

SENSATIONAL LOW PRICE!

ONLY $17.50 EACH!

ATTENTION
BAFFLE CARD
BIG CHIEF
BIG HIT
BANDWAGON
BROADCAST
COVER GIRL (pre-war)
CROSSLINE
DYNAMITE
FOUR ACES
FOUR ROSES
HOLLYWOOD
KILROY
LEADER
MONICKER
SEA BREEZE
SPEED BALL
STATE FAIR
STEP UP
SUPERSCORE
SUPERLINER
SPELLBOUND
SURF QUEEN
SUSPENSE
TEN SPOT
TEXAS MUSTANG

Write for Complete List of Other Equipment

Terms: 1/3 Deposit, Balance Sight Draft

"The House that Confidence Built"

SOUTHERN AUTOMATIC
MUSIC COMPANY, INC.

SEEBURG DISTRIBUTORS IN
CINCINNATI · DAYTON · FT. WAYNE
INDIANAPOLIS · LEXINGTON

624 S. Third St., Louisville 2, Ky.
240 Jefferson St., Lexington 2, Ky.
1329 Calhoun St., Ft. Wayne 2, Ind.
228 W. 7th St., Cincinnati 2, Ohio
603 Linden Ave., Dayton 3, Ohio
325 N. Illinois St., Indianapolis 4, Ind.

NOW DELIVERING NEW GAMES OF ALL LEADING MANUFACTURERS

EARN MORE per individual unit than a Complete Route of other equipment

with KEENEY'S

BONUS Super Bell

Install one 2-Way Keeney Bonus Super Bell. Compare collections you make with a complete route of other equipment. Be assured — your Keeney 2-Way Bonus Super Bell will out-earn a group of competitive machines by a wide margin. A test will prove it!

in Heavy Production Now by Popular Demand!

See Your Nearest Keeney Distributor

●

There's a Keeney Console for Every Location

★ **2-WAY BONUS SUPER BELL,** famous 5 multiple. up to 5 coins each chute.

★ **GOLD NUGGET,** sensational Twin Multiple. 4-coin play console.

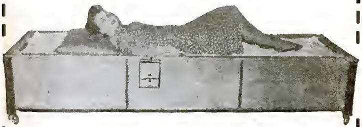
★ **WILD BELL,** new "wild" symbol. single coin. 2 chute console.

Any combination of 5c-10c-25c chutes available for each machine
Order from your Keeney Distributor NOW!

J. H. Keeney & CO., INC.

"THE HOUSE THAT JACK BUILT"
2600 WEST FIFTIETH STREET, CHICAGO 32, ILLINOIS

MASSAGE-O-MAT SHOW IN CHICAGO FOR COIN OPS



Now you can see this sensational money-maker at the Hotel Sherman, September 26-27-28-29. This coin-operated automatic massage table is having terrific success in the East. A MUST visit for alert coin machine operators. Ask at the information desk for the Massage-O-Mat Suite.

MASSAGE-O-MAT CORP.

22 EAST 29TH ST.
NEW YORK 16, N. Y.

NEW GAMES

SCREWBALL
THRILL
SUMMERTIME
BARNACLE BILL
CARNIVAL

RONDEVOO	$185.00
CUSHER	19.95
MILLS 5¢ Q. T.	115.00
MILLS 5¢ VEST POCKET	65.00

CONSOLE BARGAINS

5¢ Pace Reels Jr.	$ 49.50
Bang Tails (Floor Sample)	425.00
Mills 3 Bells (Fact. Rebuilt)	245.00
25¢ Mills Club Console	145.00
Vicrory Derby	149.50
5¢ Super Bell	89.50
Sport King	59.50
Turf King, P. O.	79.50
5¢-25¢ Jenn. Challenger (Floor Sample)	395.00

MILLS SLOTS—*Rebuilt and Refinished* *(All With Club Handles)*

5c BLUE FRONTS	$ 85.00
10c BLUE FRONTS	90.00
25c BLUE FRONTS	95.00
5c BROWN FRONTS	95.00
10c BROWN FRONTS	100.00
25c BROWN FRONTS	105.00
5c GOLD CHROMES	105.00
10c GOLD CHROMES	110.00
25c GOLD CHROMES	115.00

THESE SLOTS GUARANTEED TO BE 100% PERFECT!

PHONOGRAPHS

Wurl. 24	$188.50
Wurl. 500	188.50
Wurl. 600	169.50
Seeburg Lo-Tone	249.50
Seeburg K20	89.50
Seeburg Colonel	218.50
Concert Grand	175.00
8800 RC	225.00
Classic ES	175.00
Casino	149.50
Rock-Ole 1422	875.00
Rock-Ola Windsor	88.50

Terms:
⅓ Dep.,
Balance
C. O. D.

5c WIRELESS WALL-O-MATICS (WS-2Z) $22.50

5c-10c-25c WIRELESS BAR-O-MATICS (WB-1Z) $32.50

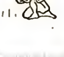
Completely reconditioned. All worn parts replaced.
GUARANTEED PERFECT!

All used equipment completely reconditioned and refinished
GUARANTEED TO BE PERFECT!

HOME OF PERSONAL SERVICE

Atlas NOVELTY COMPANY

2200 N. WESTERN AVE. · PHONE ARmitage 6-5005 · CHICAGO 47



Division of ATLAS MUSIC CO.

Assoc. Offices
ATLAS MUSIC CO., 5743 GRAND RIVER AVE., DETROIT 8
ATLAS MUSIC CO., 2219 FIFTH AVE., PITTSBURGH 19
ATLAS MUSIC CO., 221 NINTH ST., DES MOINES 9

WE WANT TO BUY

BALLY GOLD CUP
BALLY JOCKEY SPECIAL
BALLY SPECIAL ENTRY
BALLY VICTORY SPECIAL
GOTTLIEB DAILY RACES

STATE QUANTITY AND PRICE IN FIRST LETTER

OLIVE NOVELTY CO.

2625 LUCAS AVE., ST. LOUIS 3, MO.
(Phone: Franklin 3620)

Olympic TRUE SURFACE SHUFFLEBOARDS

EARN $60 TO $100 PER WEEK—Income to operators from installations is increasing rapidly with the fast growing popularity of sbuffleboards. Shuffleboards, particularly fast, true-surface boards, are becoming a "Must" in entertainment for cafes, taverns, etc.

PREFERRED BY OWNERS AND SHUFFLEBOARD FANS—Olympic's "Fiber-Loid" playing field is America's finest, preferred by both bar owners and customers. Actual cases prove that where a wooden playing field is used alongside Olympic's "Fiber-Loid" true-surface field, Olympic boards get 75% of the play. League players and champions patronize bar owners who have the foresight to install the finest board made.

A quick comparison of playing fields will convince you that the "Fiber-Loid" field has a truer surface, will retain its factory precision surface, is faster, will not warp, and will not dent by dropping of weights. No other board can make these claims.

WILL NOT WARP

UNLIKE WOOD, "FIBER-LOID" PLAYING FIELDS WILL NOT WARP—"Fiber-Loid" has withstood all required tests in aviation, shipbuilding, and other industries. It is a fibrous material and plastic, formed under terrific pressure. "Fiber-Loid" is far superior than wood in strength and its ability to retain a smooth true surface. It's the ideal shuffleboard playing field. Olympic shuffleboards are the only boards that have a "Fiber-Loid" field and carry a one year written guarantee. ●

WRITE, WIRE OR PHONE FOR COMPLETE INFORMATION DISTRIBUTORSHIPS AVAILABLE

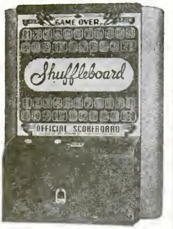
SYSTEM AMUSEMENT EXCHANGE, INC. 2281 W. Pico Blvd. L. A., Calif. Tel. DUnkirk 8-5286

Coin Operated

ELECTRIC SCOREBOARD

FOR SHUFFLEBOARDS—ANY MAKE

Don't depend on "sheets," "pegs" or "players' memories."



The "Cole-Operated Electric Scoreboard" keeps tab on every shuffleboard game with "actual cash le the box!"—at 10¢ per person per game.

20¢ must be lesorted in order for two players to use scoreboard. 40¢ for four players. Score goes to 15 with 20¢ and 21 with 40¢.

Players will like this cole-operated scoreboard because the score of all players is there for all to see without mistakes.

"COIN-OPERATED ELECTRIC SCOREBOARD" cae be placed en a base er attached te a wall. Two sets of scoring eumbers—red aed blue—on mirror-fleished scoreboard field make this unit e most practical aed beautiful additioe to your shuffleboard game.

Scores can be registered direct from Shuffleboard If desired.

ORDER TODAY
IMMEDIATE DELIVERY

WRITE,
WIRE,
PHONE

Mid-State Co. **2369 MILWAUKEE AVE., CHICAGO 47, ILL.**
Phones: Dickens 2-3444

It's Revolutionary

NO BUMPERS!
Faster Action

VARIETY DISTRIBUTING COMPANY

585 GRANT ST., S. E. ATLANTA, GEORGIA
Phoee: Alpiee 3332

$395.00 For Sample SHUFFLEBOARD
Size 18, 20 and 22'

SPECIAL TO NEW SHUFFLEBOARD DISTRIBUTORS

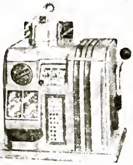
Will ship you a sample board for $395.00, f.o.b. Youngstown, so you can see and convince yourself that we have the best Shuffleboard yet. We're doing this to save you asking a lot of questions. Order sample today then make up your mind after receiving it. Better yet, we'll be glad to have you come to Youngstown and see for yourself.

1/3 deposit with orders, balance C. O. D. or draft

WIRE OR CALL 9-3496

OHIO SHUFFLEBOARD COMPANY
17 N. SCHENLEY AVENUE YOUNGSTOWN, OHIO

COLUMBIA TWIN JACKPOT BELL



Fruit or Cigarette Machine Gold Award or Jackpot Model Size: Height 18¾": Width 12½": Depth 12": Weight 43 lbs. Plays pennies nickels dimes and quarters. 10 OR 20 stop reel

WRITE FOR PRICES

FOREIGN TRADE

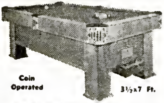
This machine takes any foreign coin as big as U. S. 25¢ piece or as small as U. S. 10¢ piece.

GROETCHEN TOOL & MFG. CORP.
126 N. Union Ave. Chicago 6, Ill

MILLS BELLS!

We have all Mills latest Bells in stock.

SOUTH COAST AMUSEMENT CO.
314 E. Eleventh St., Houston 8, Texas
AUTHORIZED BELL-O-MATIC DISTRIBUTOR



Pool Season Is Here—
Operators, cash in now! Large receipts from small investment that will be worth half its cost 10 years from now. Order one today, you will buy more.

G. F. PERRY, Johnston, S. C.
From Factory to You

FOR SALE

Pin Ball-Juke Box Route in Illinois. Profitable. Other interests reason for selling. Write for full details.

CENTRAL SALES CO.
106 E. Beaufort St.,
Normal, Ill.

FOR SALE

1948 AMI s. Model A. Like New	$649.50
850 Wurlitzer. Each	199.50
750 Wurlitzer. Each	249.50
Packard 7, Like New Each	399.50
Seeburg 8800. Each	99.50
AMI Highboy. 40 Records	79.50
Singing Towers, 20 Records	79.50
Packard Hideaway, Used 30 Days	349.50
Kotex Venders, New	8.50

Also have small music and pinball route for sale in Kingsport, Tenn.; part terms.
Write or call

PIONEER MUSIC SERVICE Kingsport, Tennessee

Caution Ops Against Operable Free Plays In Charleston, S. C.

CHARLESTON, S. C., Sept. 18.—Local authorities have cautioned operators and players alike that they face penalties if the reports that amusement games with free-play features remain operable between now and the time that the U. S. Supreme Court hands down a decision on the controversial case.

While some operators have removed their equipment from location, the situation in general here is that machines have been left on location but disconnected from electrical outlets.

The long drawn-out case was originally brought about when T. B. Holliday, Southern coinman, sought to have South Carolina law enforcement officials enjoined from seizing or destroying games with free-play features. Thus far, Holliday has been ruled against in the Federal District and the State Supreme courts. Final appeal to the nation's highest court is expected to be acted upon in October.. Meanwhile operators have been ordered to keep equipment inoperable.

CONSOLES

5 KEENEY TWINS	$525.00 Ea.
2 KEENEY SINGLES	275.00 Ea.
3 KEENEY 5-25 Payout	119.50 Ea.
1 KEENEY 4-Way, 3-5¢, 1-25¢	149.50 Ea.
12 JUMBO PARADES, P.O.	49.50 Ea.
1 JUMBO PARADE, F.P., 25¢	49.50
3 BALLY DELUXE DRAW BELLS	275.00 Ea.
10 BALLY BIG TOPS, P.O.	49.50 Ea.
25 WATLING BIG GAMES, F.P.	39.50 Ea.
10 PACE REELS	39.50 Ea.
10 PACE SARATOGAS	39.50 Ea.
4 JENN. BOBTAILS, F.P.	39.50 Ea.
2 JENN. SILVER MOONS, F.P.	39.50 Ea.
1 BAKERS RACES, DD 30 to 1	195.00

PHONOGRAPH SPECIAL

1 WURLITZER MODEL 1100
2 WURLITZER MODEL 1015
1 WURLITZER MODEL 850
1 WURLITZER COUNTER MODEL 71
1 WURLITZER COUNTER MODEL 61

ALL PERFECT.
ENTIRE LOT $1500.00

PIN GAMES

Baffle Card Big Hit Step Up Kilroy Santa Fe Oklahoma Dynamite	$19.50 ea. 3 for $55.00
Havana Tornado Cyclone Rocket Ballyhoo Crossfire	$29.50 ea. 3 for $75.00
Gold Ball Flamingo Ranger Honey Mexico Mystery	$49.50 ea. 3 for $140.00

CLOSEOUT

12 ABT CHALLENGERS $150.00

1/3 DEPOSIT WITH ORDER — BALANCE C. O. D.

OHIO SPECIALTY COMPANY, INC.
539 S. 2ND WA 2465 LOUISVILLE 2, KY.

SPECIAL ONE BALL CLEARANCE SALE
WIRE YOUR ORDER TODAY

EVERY GAME COMPLETELY OVERHAULED
GUARANTEED TO YOUR SATISFACTION

***SPECIAL ENTRY . . . $255**
***JOCKEY SPECIAL . . 355**

*In lots of 10 or more—cash in full with order

Lots of 5 to 9 add $10.00 per game

Lots of 1 to 4 add $15.00 per game

5% penalty if cash in full is not with order

PAN-AMERICAN SALES CO., INC.
323 SO. ALAMO
SAN ANTONIO

COIN MACHINE SALES CO., INC.
3804 TRAVIS
HOUSTON

WALBOX SALES CO., INC.
3909 MAIN
DALLAS

United Intros New Five-Ball Novelty Game

CHICAGO, Sept. 18.—United Manufacturing Company is now in full production on, and making deliveries of its newest five-ball novelty replay game, Summertime, it was announced this week by Lyn Durant, president. Featuring three ways to score replays, the new game has a maximum high score of 8,990,000 points, and uses numbered roll-overs to build up the replay and high-scoring features.

In addition to earning replays by high scores, the game player may also garner replays thru a new "lights on" sequence and a super-special "when lit" pocket placed at the bottom center of the playboard. The "lights on" sequence features a series of six special roll-overs, two of which are at top center of the playboard, while two each are located on the extreme right and left center portions of the field. By lighting all six corresponding roll-over numbers on the backboard, not necessarily in sequence, the player automatically earns one replay.

However, in order to sustain player action until the last second, a super-special pocket, located at the bottom center of the play field, also offers a chance to earn replays. If the entire "lights on" sequence has been scored, a ball rolling into the "when lit" pocket will score five replays for the player.

Standard features of other successful United games, including the kicker control buttons on either side of the cabinet and the replay button located between the coin chute and the plunger augment the new scoring features introduced by the company in its latest game.

MILLS BELLS!

We have all Mills latest Bells in stock.

DIXIE COIN MACHINE CO.
912 Poydras St., New Orleans 13, La.
AUTHORIZED BELL-O-MATIC DISTRIBUTOR

WANTED

Bally DeLuxe Draw Bells, Triple Bells, Double Up, Wild Lemons, Jockey Specials, Gold Cups and Special Entries. Keeney's Super Bonus Bells, Single, Double and Triple. Will buy or take in trade—quote quantity—and condition.

MUSIC

Rock-Ola 1428	$378.00
Rock-Ola 1426	425.00
Rock-Ola DeLuxe 1988	150.00
Seeburg M 1948	475.00
Seeburg M 1947	578.00
Wurlitzer 850E	365.00
Wurlitzer 1015	465.00
Wurlitzer 700	185.00
Wurlitzer 800	225.00
Wurlitzer 600	150.00
Wurlitzer 7808	166.00

USED CONSOLES

8 2-Way Keeney Super Bonus Bells	$558.00
10 3-Way Keeney Super Bonus Bells	875.00
6 Bally Triple Bells	540.00
3 Mills '47 Three Bells	850.00
6 Bakers Pacers, D.D.	175.00
1940 Bangtails	185.00
5¢ Super Bonus Bells	275.00
Bally Draw Bells	250.00

SHOE SHINE MACHINE

Already location proven by thousands of satisfied operators. 5¢ and 10¢ operated for one-half minute.
NOW DELIVERING $178.00

MILLS COFFEE VENDORS

1 Brand New	$725.00
5 Slightly Used	525.00

WOOD BALL ROLL DOWNS

16 TRI SCORES	$ 68.60
3 3350 STARS	68.60
5 TALLY ROLLS	49.50
3 SPORTSMAN ROLLS	95.00
3 BIG CITY ROLLS	85.00
1 SUPER SCORE	79.00
15 ORS WORLDS	89.60
TIR PAR ALLEY	65.00

SLOTS AND BELLS

3 Mills 50¢ Black Cherries	$325.00
3 Mills Black Cherries, 5¢	166.00
2 Mills Black Cherries, 10¢	145.00
2 Mills Black Cherries, 25¢	159.00
4 Mills 25¢ Club Bells	175.00
1 Mills 25¢ Golf Bell Vendor	325.00
6 Watling 25¢ Rolatops	86.00
1 Jennings 50¢ 4 Star Chief	140.00
4 Jennings 5¢ 4 Star Chief	65.00
3 Mills 25¢ Bonus Bells	150.00
5 5¢ Cherry Bells	88.00

USED GAMES

Amber	$ 67.50
Chi Coin Baseball	46.50
Big Hit	28.50
Crossfire	48.50
Cyclone	55.00
Double Barrel	84.50
Dynamite	48.50
Fiesta	48.60
Gold Ball	58.60
Havana	48.90
Hi Ride	56.60
Honey	59.60
Vanities	64.50
Kilroy	49.50
Lightning (Flip.)	45.50
Mystery	48.50
Ranger	48.60
Rio	68.50
Rocket	88.50
Shooting Stars	64.60

GUSHERS

95 Brand New 5¢ J.P. Models, Ea.	$22.50

SKEE BALLS

15 Wurlitzer Skee Balls, 14-ft.	$185.00
10 Bank Balls, 14-ft.	110.00
1 Bank Ball, 9-ft.	85.00

RAIN BLO BUBBLE BALL GUM

Any quantity 90¢ per pound. Packed in 25-pound cartons.

NEW COUNTER GAMES

Penny Target	$ 39.90
A.B.T. Challenger	42.50
Kicker & Catcher	35.00
Acme Electric Shocker	18.50
Camera Chief	19.95
A.B.T. Model F	47.60
Brand New Whirl-a-Bells	18.00

USED COUNTER GAMES

A.B.T. Challenger	$ 20.00
Pop Up	14.00
Post Card Vendors	15.00
Smiley	10.00
Whiss	20.00
Kicker & Catcher	19.00
Bingo	12.00
Home Run Gun	12.00
Penny Pistol Shot	12.50
3 Way Grippers	15.00
Line-a-Basket	20.00
2 Rex Line-Ups	10.00
2 Deval 21's	10.00
4 Deval 5¢ Free Plays	30.00

ARCADE EQUIPMENT

PANORAMS	$189.00
3 STRIKES & SPARES	378.00
10 Photomats, Inside Lites	625.00
3 Bally Heavy Hitters	75.00
2 Claw Type Rotaries	225.00
Rotary, Pusher Type	225.00
Williams All Stars	250.00
2 Rapid Fires	110.00
1 Pitchem & Katchem	75.00
1 Scientific Baseball	75.00
Jefco 5-Ft. Barrel Roll	75.00
10 Ten Strikes	69.50
2 Batting Practices	75.00
3 Chicken Sams	65.00
3 Keeney Air Raiders	95.00
9 New Bowl-A-Scores	65.00
Keeney Submarine	95.00
2 Western Baseballs	95.00
2 Goalees	150.00
8 Boomerangs	85.00
Jack Rabbit	190.00
Hoot Mon Golf	75.00
1 Under Sea Raider	135.00
1 Chicago Coin Basketball	295.00
1 Exhibit Vitalizer	95.00
3 Bat-A-Ball Srs.	38.50
1947 Photomats	750.00
Voice-O-Graph, latest	550.00
Drive Mobile	175.00

SHUFFLE BOARDS

This is real operators' equipment. 8 ft. size with rebound. 10¢ coin operated timed for 6 minutes' play. With automatic stopper unit, $395.00 each. Distributors wanted. This is a natural.

USED VENDORS

25 R.W. 1¢ #33 Ball Gum Vendors with Plastic Globes	$ 8.50
25 Silver King 5¢ Ball Gum Vendors	9.50
25 5¢ Silver King 5¢ Nut Vendors	8.50
5 1948 Du Grenier Challengers, 7 Col.	185.00
10 1948 U-Need-A-Pak Monarchs	135.00
4 10 Col. Rowe Cigarette Machines	85.00
8 National 930's Cigarette Machines	75.00
6 U-Need-A Pak U-508 15 Col. Cigarette Machines	110.00
5 DuGrenier W's 5 Col. Cigarette Machines	50.00
15 Brand New MUNROE MATLACK STAMP VENDORS	17.50

ADVANCE MODEL 21F

Machines, 25¢ Operated. Write

TERMS: ⅓ DEPOSIT, BALANCE C. O. D.

M. S. GISSER, Sales Mgr.

CLEVELAND COIN MACHINE EXCHANGE, INC.
2021-2025 PROSPECT AVE. • CLEVELAND 15, OHIO
PRospect 6316 • 6317

ADVANCE RECORD RELEASES

POPULAR

(Continued from page 34)

Twelve Days of Christmas
F. Waring & His Pennsylvanians (White Christmas) Decca 24500

Underneath the Arches
Aqua String Band (Side by) Regent 126

Wait'll I Get You in My Dreams Tonight
The Beale Street Boys (Home) MGM 10273

When You Left Me
R. Morgan Ork (You're Nobody) Decca 24503

White Christmas
F. Waring & His Pennsylvanians (Twelve Days) Decca 24500

You Were Only Fooling (While I Was Falling in Love)
K. Starr (A Faded) Capitol 15226

You Were Only Fooling (While I Was Falling in Love)
B. Whitley & the Green Sisters (Down Among) Columbia 38323

You're Nobody 'Til Somebody Loves You
R. Morgan Ork (When You) Decca 24503

INTERNATIONAL

Ferryboat Polka
F. Wojnarowski-The Wayfarers (Ploom-Ploom) Dana 2030

Ploom-Ploom-Ploom
F. Wojnarowski-The Wayfarers (Ferryboat Polka) Dana 2030

HOT JAZZ

Cool Fantasy, Parts I & II
H. McGhee & Others . . . Modern 20-616

Diga, Diga, Doo
G. Hartman Ork (Muskrat Ramble) Mercury 5185

Muskrat Ramble
G. Hartman Ork (Diga, Diga) Mercury 5185

The Street Beat
Sir Charles Thompson & His All-Stars (Twentieth Century) Apollo 759

Twentieth Century Blues
Sir Charles Thompson & His All-Stars (The Street) Apollo 759

RELIGIOUS

Faithless Days
Smith Jubilee Singers (Just a) Modern 20-616

Going Back Home
Smokey Hogg (Hard Times) Bullet 285

Hard Times
Smokey Hogg (Going Back) Bullet 285

CHILDREN'S RECORDS

Cimmanom Cake
G. Carroll (Did You) Animal 172

Did You Ever See a Dream Walking?
G. Carroll (Cimmanom Cake) Animal 172

Pancho Goes to a Fiesta Album—A Tanney (2-10")
Columbia MJV-46
Columbia MJV (90034-V-90035-F)

RECORDS MOST PLAYED BY DISK JOCKEYS

(Continued from page 23)

POSITION Weeks to date	Last Week	This Week			Lic. By
8	20	16.	BUTTONS AND BOWS	Dinah Shore . . . Columbia 38284	ASCAP
			(G. Autry, Columbia 20480; The Dinning Sisters-Art Van Damme Quintet, Capitol 15184; B. Garrett-H. Mooney Ork, MGM 10244; E. Knight, Decca 24489; Betty Rhodes, Victor 20-3078)		
4	14	17.	UNDERNEATH THE ARCHES	P. Scala's Banjo and Accordion Ork-The Keynotes . . . London 238	ASCAP
6	15	18.	YOU CALL EVERYBODY DARLIN'	Jack Smith . . Capitol 15156	ASCAP
4	17	19.	CLAIR DE LUNE	Paul Weston . . . Capitol 10153	
1	—	20.	UNDERNEATH THE ARCHES	Andy Russell-The Pied Pipers . . . Capitol 15183	ASCAP
1	—	21.	UNDERNEATH THE ARCHES	Andrews Sisters . . . Decca 24490	ASCAP
4	—	22.	RAMBLING ROSE	Perry Como-The Satisfiers . . . Victor 20-2947	ASCAP
3	36	23.	HINDUSTAN	Ted Weems . Mercury 5139	ASCAP
			(J. Garber Ork, Columbia 38205; L. Monte's Tu Tones, Aristocrat AR-502; The Three Suns, Victor 20-2776)		
4	—	24.	YOU CAME A LONG WAY	Ray McKinley . . . Victor 20-2913	ASCAP
1	—	25.	EV'RY DAY I LOVE YOU	Jo Stafford . . Capitol 15139	ASCAP
			(B. Berron and Ork, MGM 10237; Mindy Carson, Musicraft 578; D. Haymes, Decca 24457; H. James-Marion Morgan, Columbia 38245; V. Monroe, Victor 20-2957; Varsity 110)		
4	—	26.	HAIR OF GOLD	J. Emerson . . . Metrotone 2018	ASCAP
8	—	27.	YOU CALL EVERYBODY DARLIN'	Jerry Wayne . . . Columbia 38256	ASCAP
18	19	28.	MY HAPPINESS	Ella Fitzgerald . . . Decca 24446	ASCAP
3	27	29.	HAIR OF GOLD	J. Laurenz . . . Mercury 6172	ASCAP
3	27	30.	A TREE IN THE MEADOW	J. Laurenz . . . Mercury 5148	ASCAP
1	—	30.	HAIR OF GOLD	Art Lund-Crew Chiefs and the Harmonica Gentlemen . . . MGM 10258	ASCAP

SONGS WITH MOST VOCAL AND INSTRUMENTAL PLUGS IN KEY AREAS (RH SYSTEM)

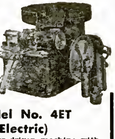
(Continued from page 23)

SI—Sustaining Instrumental
SV—Sustaining Vocal
CI—Commercial Instrumental
CV—Commercial Vocal

Songs	Publisher	Heard in N.Y.				Heard in Chi.				Heard in Calif.				Tot.
		SI	SV	CI	CV	SI	SV	CI	CV	SI	SV	CI	CV	Pts.
It's Magic (Romance on the High Seas)	Witmark	8	8	0	8	5	7	8	8	10	5	1	7	166
Just for Now	Advanced	5	20	0	9	2	8	1	9	30	25	1	7	227
Little Girl	Leeds	4	6	1	4	1	5	2	5	7	16	1	5	129
Love Somebody	Whitney	0	8	0	5	0	8	0	6	2	7	0	5	89
Maybe You'll Be There	Triangle	8	10	0	8	4	6	0	6	1	7	0	8	89
My Happiness	Blasco	3	1	1	7	3	0	1	7	5	3	1	8	115
P.S. I Love You	LaSalle	3	10	1	5	1	8	2	4	2	4	0	4	104
Put 'Em in a Box (Romance on High Seas)	Remick	1	5	0	5	3	4	3	5	3	6	0	6	66
Rambling Rose	Laurel	5	15	0	9	2	4	0	2	6	6	0	1	50
Take It Away	Pemora	3	7	0	3	6	1	1	4	7	4	0	3	65
The Night Has a Thousand Eyes	Paramount	7	5	6	4	6	1	2	3	13	8	1	2	110
The Things I Love	Campbell	4	5	2	5	3	3	3	3	7	7	3	3	106
This Is the Moment (Lady in Ermine)	Miller	0	10	0	4	1	5	3	6	6	12	0	3	112
Underneath the Arches	Robbins	3	3	0	4	4	6	0	4	4	6	0	6	58
When You Left Me	Porgie	3	3	1	5	2	2	1	4	7	2	1	4	88
Whisper a Word of Love	Leeds	3	5	1	3	3	9	2	3	10	1	1	1	76
You Call Everybody Darlin'	Mayfair	1	14	0	10	0	5	3	8	2	6	0	5	165
You Walk By	Cavalier	5	6	1	4	1	1	3	4	3	1	1	3	78
You Were Only Fooling	Shapiro	2	18	0	6	3	7	1	6	12	16	0	4	162

Coin Counting Machines

(IMMEDIATE DELIVERY)



Model No. 4ET (Electric)

A large motor-driven machine with an unusual reputation for speed and durability. Will handle all coins. Automatically locks after each count of 20, 25, 30, 40 or 50 coins or will count indefinitely into a bag. Register can be reset to zero.

Model No. 2X—(Hand Operated)

Adjustable for pennies, nickels, dimes, quarters or halves. Can be set to lock automatically when 20, 25, 30, 40 or 50 coins have been counted or will count indefinitely into a bag. An operator can count and package 400 coins a minute or count 2,000 coins into a bag. Register can be reset to zero.

We will gladly send you material on our RAPID COIN ASSORTER and our CATALOGUE on money-handling supplies and equipment.

We are the largest makers of COLORED tubular coin wrappers.

ABBOTT COIN COUNTER COMPANY

143rd St. & Wales Ave., New York 54, N. Y.

MILLS BELLS!

We have all Mills latest Bells in stock.

AUTOMATIC COIN MACHINE & SUPPLY CO.

4135 W. Armitage Ave., Chicago, Ill.

AUTHORIZED BELL-O-MATIC DISTRIBUTOR

FOR SALE

Old established Juke Box and Pin Game route. All Pin Games newest available; almost all Juke Boxes 1946-'47-'47 Model Seeburg and Wurlitzer. Approximately 30 Phonographs and 30 Pin Games. Large amount of cafe equipment, booths, tables, chairs, cash registers, etc. Locations been mine 2 to 10 years. Income above the average. Widow, and am unable to take care of the business. Will take reasonable price. ⅓ down and balance payable monthly from responsible, capable party.

BOX D-55

The Billboard, Cincinnati 22, Ohio

STEP-UP-COILS

Bargain Prices

20-6 Gottlieb
SM 20 Gottlieb
123 United or Exhibit
W25 Williams
75¢

COMPLETE STOCK AT ALL TIMES.
DISCOUNT FOR QUANTITY BUYERS.

FLIPPER KITS

2 Flippers	$3.95
4 Flippers	6.95
United Flipper (metal)	5.95

1/3 deposit, balance C. O. D.

ROYAL MUSIC CO.

76 Main St. Tel.: 649-W Webster, Mass.

It's Revolutionary

NO BUMPERS!

Faster Action

CLEVELAND COIN MACHINE EXCHANGE, INC.

2021 PROSPECT AVENUE CLEVELAND 15, OHIO
Phone: PRospect 6316

GIVE TO THE DAMON RUNYON CANCER FUND

For the Best in Phonos

WRITE FOR ATLANTIC'S

COMPLETE LIST OF RECONDITIONED MUSIC EQUIPMENT

Triple Tested for . . .

- ✓ *Good Appearance*
- ✓ *Mechanical Perfection*
- ✓ *Proper Packing*

ATLANTIC NEW YORK CORPORATION

540-550 W. 58th St., New York 19, N. Y.
Phone: COlumbus 5-4584

Keeney's Bonus Bells

AA-1 Condition

2 Twins, 5-25	$ 550.00
1 Twin, 50-50	795.00
Both Twins on One Sale	1000.00

Coin Machine Service

1509 State St. BOISE, IDAHO
Phone 7960-R

EMPIRE'S SUPERMART

WORLD'S LARGEST COIN MACHINE DISTRIBUTING HOUSE

NEW PIN GAMES

CHICOIN THRILL	WRITE
GOTT. BARNACLE BILL	
GENCO SCREWBALL	
EXH. CHICO	
UN. SUMMERTIME	
UN. MAJOR LEAGUE	
BALLY CARNIVAL	
MARV. HIT PARADE	
EXH. SHORT STOP	
Ex. JAMBOREE	$190.00
UN. RONDEVOO	183 50

NEW ONE BALLS

BALLY GOLD CUP, F.P.	$645
BALLY TROPHY, P.O.	645

NEW COIN COUNTERS

Downey-Johnson	$198.50
Coin Sorter, Electric	290.00
Hand Operated	225.00
Master Changer	27.95
Junior Changer	17.85

NEW SKILL GAMES

BAT-A-BALL SR.	$ 49.50
EV. BAT-A-SCORE	355.00
SCIENTIFIC PITCH 'EM & BAT 'EM	450.00

NEW COUNTER GAMES

MARVEL POP-UP	$ 28.50	TARGET KING	$ 45.00
ABT MODEL F	82.50	ACME SHOOKER	24.50
ABT CHALLENGER	45.50	SKILL THRILL	24.50
SHIPMAN ART SHOW	48.50	DAVAL BUDDY	14.80
GRIP-VUE	48.50	1¢ AMER. EAGLE	87.50
KICKER & CATCHER	84.50	GROET. CAMERA CH	18.85
GOTT. GRIP SCALE	25.50	IMP. 1¢ or 5¢	14.50
RON-COIN MARVEL	34.50	DAVAL'S MARVEL, 1¢	27.50
DAVAL'S ACE OR CUB	14.50	HEAVY HITTER, 5¢	85.50

BAT-A BALL JR. & STAND, Originally $78.50, Now $21.50

NEW SLOTS

MILLS JEWEL BELL	WRITE	JENN. STD. CL. CONSOLE	
MILLS BLACK GOLD H.L.		JENN. S. DL. CL. CONSOLE	
MILLS MELON BELL		JENN. STANDARD CHIEF	
MILLS BONUS BELL		JENN. LITE-UP CHIEF	
COLUMBIA, JP	$138.50	DE L. COLUMBIA	$138.50
VEST POCKETS	55.00	MILLS Q.T.	115.00

SLOT SAFES, STANDS, ETC.

OHICAGO METAL REVOLVAROUND SAFES — DE LUXE
Single—$132.00 • Double—$192.00 • Triple—$288.00
UNIVERSAL—Single Safe—$87.50 • Double Safe— 128.50
FLIPPER BUMPER KIT $5.85 • NICKEL NUDGER 3.55
BOX STANDS $27.50 • FOLDING STANDS 12.50
EXH. ROLL TILT 2.75
WICO'S WHIRLWIND SPINNER 11.65

VICTOR VENDORS

O. B. UNIVERSAL, S.F.	$14.45
MODEL V-K, S.F.	12.75
MODEL V, S.F.	13.28
DE LUXE UNIVERSAL	14.58

NEW CONSOLES

MILLS 3-BELLS	WRITE
KEEN. GOLD NUG.	$800.00
EVANS RACES	531.00
BAL. TRIPLE BELL	535.00
EV. WINTERBOOK	825.00
EVANS BAGTAILS	971.50
EV. CASINO BELL	537.50
JENN. CHALLENGER	595.00
BAL. WILD LEMON	542.50
BAL. DOUBLE UP	542.50
BAL. RESERVE BELL	549.50

NEW VENDORS

HAWKEYE POP CORN WARMER	$ 88.50
SHIPMAN SELEC-A-BAR, 3-COL.	88.50
ARISTOCRAT POP CORN VENDORS	225.00
MARION SCALE	78.50
SILVER KING	13.85
SILVER KING HOT NUT VENDOR	25.85
5¢ 4-WAY MINT	17.50
ADVANCE 25¢ MODEL 21F VENDOR	
N-W STAMP VEND.	26.50
N.W. DE LUXE	56.00
N.W. MODEL 33	27.00
N.W. MODEL 33	12.50
N.W. MODEL 40	14.40
N.W. 33 BALL GUM	11.00
	11.55

WANT TO BUY! *TOP PRICES PAID—SEND LIST NOW!*

FLIPPER-TYPE 5-BALLS—JOCKEY SPECIALS—GOLD CUPS—EUREKA—DRAWBELLS—SLOTS—ADV. ROLLS

SAVE 3 WAYS!

No. 1 Spend Less for Reconditioned, Refinished, Guaranteed 5-Balls.
No. 2 With Flipper Kit Installed*
No. 3 With Spinner-Bumper Installed*

	No. 1	No. 2	No. 3
BOWL. LEAG.	$85.50	$94.50	$104.50
MEXICO	89.50	84.50	104.50
LUCKY STAR	89.50	74.50	84.50
CROSSFIRE	88.50	74.50	84.50
HAVANA	59.50	74.50	84.50
HONEY	58.50	74.50	84.50
MYSTERY	55.50	74.50	84.50
CYCLONE	59.50	54.50	74.50
ROCKET	55.50	54.50	74.50
VANITIES	89.50	84.50	74.50
BALLYHOO	58.50	64.50	74.50
PLAY BOY	59.50	64.50	74.50
KILROY	58.50	54.50	74.50
FIESTA	59.50	64.50	74.50
SUPER SCORE	54.50	58.50	85.50
SPELLBOUND	48.50	54.50	64.50
MISS AMERICA	39.50	44.50	54.50
DYNAMITE	38.50	44.50	54.50
STEP UP	39.50	44.50	54.50
STATE FAIR	39.50	44.50	54.50
SUPERLINER	38.50	44.50	54.50
FAST BALL	38.50	44.50	54.50
SEA BREEZE	38.50	44.50	54.50
SUSPENSE	35.50	44.50	54.50
MIDGET RACER	38.50	44.50	54.50
LIGHTNING	39.50	44.50	54.50
CANTEEN	38.50	44.50	54.50
SURF QUEENS	36.50	44.50	54.50
BIG LEAGUE	35.50	44.50	54.50
BIG HIT	38.50	44.50	54.50
ANY PRE-WAR PIN GAME	24.50	28.50	38.50

*Please give 2nd and 3rd choice because flippers and spinners are not practical to install on some games.

SLOTS

MILLS BLACK CHERRY, Orig. 5¢, $144.50; 10¢, $148.50; 25¢	$154.50
5¢ MILLS BLUE FRONT, ORIG.	89.50
5¢ MILLS BONUS BELL	115.50
5¢ MILLS ORIG. CHROME, 2-5	109.50
10¢ BROWN FRONTS	109.50
JENN. SILVER CHIEF, 5¢	75.50
JENN. CIGAROLA XV	88.50
GROET. COLUMBIA, J.P.	59.50
5¢ MILLS VEST POCKET	44.50
WATL. ROL-A-TOP, 5¢, 10¢ or 25¢	80.00

ARCADE

P. D. Q. CAMERA & BOOTH	$418.50
CHI. COIN BASKETBALL CHAMP	355.50
WMS. ALL-STARS	259.50
DRIVEMOBILE	159.50
FOOTBALL, IDEAL	155.50
CHI. COIN GOALEE	145.50
ROLL-A-BARREL, 10 Ft.	148.50
SUPER BOMBER	129.50
UNDERSEA RAIDER	118.50
SUPER TORPEDO	109.50
MAJOR LEAGUE BASEBALL	108.50
KIRK ASTROL SCALE	89.50
SOL POKERINO	85.50
EXH. MERCHANTMAN DIGGER	59.50
BATTING PRACTICE	78.50
WEST. DE LUXE BASEBALL	85.50
HOCKEY, CHICOIN	89.50
LIBERATOR OR PERISCOPE	76.50
ROCKET BUSTER	78.50
TEN STRIKE	58.50
BUCKLEY DE LUXE DIGGER	185.50
BUCKLEY TREAS. IS. DIGGER	115.50
GENCO LIRE-A-BASKET, F.P., F.S.	55.50
NEW HEAVY HITTER & STAND	88.50

ONE BALLS

SPECIAL ENTRY, F.P.	$328.50
VICTORY SPECIAL, F.P.	188.50
VICTORY DERBY, P.O.	178.50
LONGACRE, F.P.	85.50
TURF KING, P.O.	78.50
PIMLICO, F.P.	78.50
41 DERBY	78.50
CLUB TROPHY, F.P.	74.50
JOCKEY CLUB, P.O.	88.50
KENTUCKY, P.O.	62.50
BLUE GRASS, F.P.	88.50
RECORD TIME, F.P.	88.50
LONGSHOT, P.O.	88.50
SPORT KING, P.O.	88.50

CONSOLES

5-25 TWO-WAY BONUS SUPER	$488.00
BALLY TRIPLE BELL, 5-10-25¢	495.00
5¢ KEEN. BONUS SUPER BELL	255.00
MILLS 3-BELLS	155.50
2-WAY SUPER BELL, 5-5¢	125.00
HI HAND, COMB.	58.50
MILLS 4-BELLS, 5-5-5 5	59.50
BALLY CLUB BELL	88.50
MILLS JUMBO COMB.	88.50
KEENEY 5¢ SUPER BELL COMB.	79.50
WATLING BIG GAME, P.O. or F.P.	89.50
5¢ PACE SARATOGA SR., P.O.	65.50
BALLY BIG TOP, P.O. or F.P.	89.50
MILLS JUMBO, LATE HEAD	58.50
PACE REELS—CHR. RAIL	69.50
JENN. FAST TIME, P.O.	59.50

ONE-HALF DEPOSIT WITH ORDER, BALANCE C. O. D. OR SIGHT DRAFT

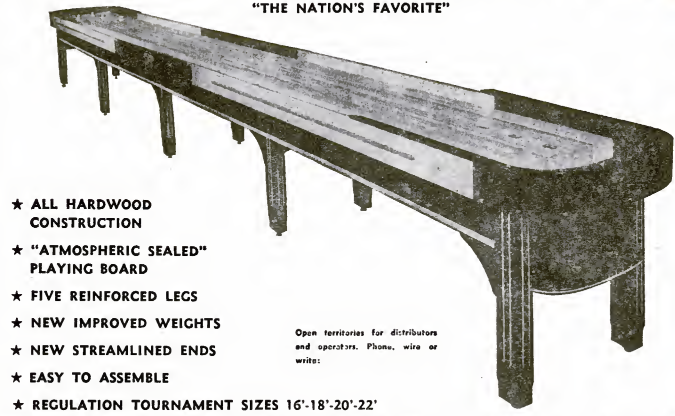
Empire Coin MACHINE EXCHANGE

1012-14 MILWAUKEE AVE. • Phone EVERGLADE 4-2600 • CHICAGO 22, ILL.

Assoc. Office: ROBINSON SALES CO., 7525 GRAND RIVER AVE., DETROIT. Ph: Tyler 7-2770

THE NEW VALLEY *DeLuxe* SHUFFLEBOARD

"THE NATION'S FAVORITE"



- ★ ALL HARDWOOD CONSTRUCTION
- ★ "ATMOSPHERIC SEALED" PLAYING BOARD
- ★ FIVE REINFORCED LEGS
- ★ NEW IMPROVED WEIGHTS
- ★ NEW STREAMLINED ENDS
- ★ EASY TO ASSEMBLE
- ★ REGULATION TOURNAMENT SIZES 16'-18'-20'-22'

Open territories for distributors and operators. Phone, wire or write:

VALLEY MANUFACTURING CORP., 333 MORTON ST., BAY CITY 3, MICHIGAN

Faster Action!

HARRINGTON AMUSEMENT COMPANY

1218 Leeland Ave. Houston 2, Texas

Phone: Fairfax 9237

SAVE with LONDON QUALITY!

CLEANED!—PIN GAMES—*CHECKED!*

SEA BREEZE, RIO, SUSPENSE, SMARTY, KILROY, LIGHTNING, HAVANA, BALLYHOO, TORNADO — $39.50 EACH — ANY FIVE FOR $175.00

MYSTERY, RANGER, MAISIE, TORCHY, CYCLONE, ROCKET, GOLD BALL, LUCKY STAR — $69.50 EACH — ANY FIVE FOR $325.00

SHOOTING STARS, SUPERSCORE, STEP UP, SPELLBOUND, AMBER, SUPERLINER, FASTBALL — $34.50 EACH — ANY FIVE FOR $150.00

ALL PHONOGRAPHS COMPLETELY RECONDITIONED

USED PHONOS

SEEBURG

REGALS, CROWNS, CASINOS — $99.50 EA.

9800 ESRC, 8800 ESRC — $210.00 EA

SEEBURG

COLONELS, ENVOYS — $239.50 EA.

8200 ESRC $235.00

COMMANDER 179.50

ROCK-OLA

SUPER, MASTERS — $99.50 EA

WURL.

500 K, 600 K — $99.50 EA

ROCK-OLA

STANDARD, DELUXE — $89.50 EA.

ARCADE

GOALEES $99.50

ALL STAR HOCKEY, SCIENT. BATTING PRACTICE — $49.50 EA

DRIVEMOBILE $99.50

TUMBLER 79.50

BOOMERANG ... 64.50

ALL STARS

$249.50

BLACK CHERRY CABINETS

Complete $24.50

ROLL DOWNS

TALLY ROLL, DOUBLE UP, PINCH HITTER, SUPER TRIANGLE — $49.50 EA.

ADVANCE ROLLS, BING-A-ROLLS — WRITE

TERMS: ⅓ Deposit. Balance C. O. D.

Exclusive Distributor for SEEBURG Products in Wisconsin and Upper Michigan.

PHONE: KILBOURN 5-7323

S. L. London Music Co., Inc.

3130 WEST LISBON AVENUE MILWAUKEE 8, WISCONSIN

$150.00

BRAND NEW

5c-10c-25c ROL-A-TOP BELLS

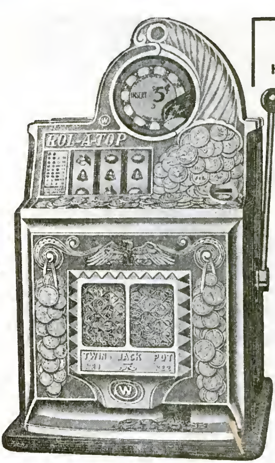
WE CAN FURNISH ALL TYPES OF REEL COMBINATIONS TO MEET YOUR REQUIREMENTS:

1 Cherry Pay 2 — 1 Cherry Pay 3 — Mystery 3-5 Payout, Standard — Mystery 3-5 Payout, Club — No Lemon on First Reel

TIC-TAC-TOE (Bar Line-up) Pays 18

DON'T WRITE—WIRE!

WATLING MFG. CO.
Est. 1889 — Tel.: COLUMBUS 1-2772
4650 W. FULTON ST. CHICAGO 44, ILLINOIS
Cable Address: "WATLINGITE," Chicago



NEW CLUB HANDLE
←
EASY TO PULL

MAYFLOWER SPECIALS

MUSIC

Wurl. Mod. 1015	$485.00
Wurl. Mod. 1080	398.00
Wurl. Mod. 800	225.00
Wurl. Mod. 500	100.00
Wurl. Mod. 600	100.00
Wurl. Mod. 61	55.00
Wurl. Mod. 616	65.00
Vic. Mod. 25	75.00
Seeburg Mod. 147M	485.00
Seeburg Mod. 8800 Hi Tone	180.00
Seeburg Concert Master	165.00
Seeburg Commander	150.00
Seeburg Maestro, E.S.	150.00
Rock-Ola Commando	100.00
Mills Throne	85.00
Empress	100.00
AMI Hi Boy, 80 Rec.	75.00

PINS

Double Barrel	$ 25.00
Midget Racer	20.00
Big League	20.00
Stage Door Canteen	20.00
Rocket	35.00
Kilroy	30.00
Maisie	35.00
Surf Queen	20.00

COUNTER GAMES

New Gavel Gusher	$ 18.50
New Non-Coin Am. Eagle	28.50
New Skill Thrill	22.50
New Oomph	17.50
New Mexican Baseball	17.50

ARCADE

New Heavy Hitter	$ 75.00
Bally Hi Roll	275.00
Bally Bowler	375.00
Big Inning, New	Write
Strikes & Spares	200.00
Premier Barrel Roll, New	175.00
Box Score, New	165.00
Line-A-Basket	50.00
Whiz, with Stand	80.00
Mutoscope Sky Fighter	80.00

CONSOLES

Triple Bell	Write
Double Up	Write
Reserve Bell	Write
Gal. Dominoes	Write
Bangtails	Write
Used 1947 Gal. Dominoes	$250.00
Used 1937 Bangtails	225.00
Draw Bell, Red Button	225.00
Fast Time, P.O.	25.00
Bob Tail, P.O.	30.00
Silver Moon, P.O.	30.00
Saratoga Rails	25.00

Light Weight Tone Arm
With Pre-amp Unit
Fits All Wurl. and Seeburg
Specify Model
Nothing to Change
Just Plug In

$14.00

TERMS: ONE-THIRD DEPOSIT WITH ORDER, BALANCE C.O.D.

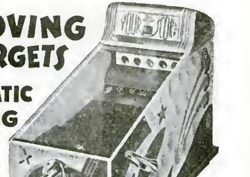
Mayflower Distributing Co.

2218 UNIVERSITY AVENUE PHONE: NESTOR 7901 ST. PAUL 4, MINN.

---

5 MOVING TARGETS

AUTOMATIC SCORING



PISTOL GAME MODEL F

Single Machine	$49.50
Lots of 5	45.00
Lots of 10	40.00
25 or more	38.00

THE MODEL F TARGET SKILL

Still the best buy for returns on small investment—light weight, dependable—there can be no better choice than to include these in your plans for Fall and Winter operating.

Write Direct for Factory Prices

A. B. T. MANUFACTURING CORP.
715-723 No. Kedzie Ave., Chicago 12, Ill.

A SENSATIONAL MONEY-MAKER!

CONVERT YOUR *Chicken Sam* RAY GUNS WITH

"Pistol Practice"

A TRIED—PROVEN—TESTED RAY PISTOL!

YOUR PROFITS WILL INCREASE BEYOND YOUR GREATEST EXPECTATIONS!

EASY TO CHANGE OVER — SIMPLY DISCONNECT OLD CORD AND REPLACE WITH "PISTOL PRACTICE" CABLE!

IMMEDIATE DELIVERY!

FEATURES

- 3 Minute Changeover
- Coded Same as Rifle
- Set Focus—8 to 10 Ft.
- Insulated Thruout. No Shocks
- Kurled Plastic Grips
- Chrome Finish
- Complete With 7 Ft. Cable
- Size: 12 Inches Long

Price For PISTOL $39.75

HOLSTER $4.50 EACH

⅓ deposit with order, balance C. O. D.

SEE YOUR DISTRIBUTOR OR ORDER DIRECT

THE MILBERT CO.

430 SO. STATE STREET, CHICAGO 5, Ill.
Phone WEbster 9-2210

BADGER'S *Bargains*

"Often a few dollars less—Seldom a penny more"

LOS ANGELES see *Bill Happel*
MILWAUKEE see *Carl Happel*

GUARANTEED RECONDITIONED CONSOLES

KEENEY BONUS 3-WAY, 5-10-25	$685.00	KEENEY BONUS 1-WAY 5¢	$275.00
BALLY TRIPLE BELLS, 5-10-25	550.00	KEENEY BONUS 2-WAY 5-25	550.00
BALLY TRIPLE BELLS, 5-5-25	545.00	KEENEY BONUS 2-WAY 5-5	545.00
MILLS 1941 THREE BELLS	169.50	KEENEY GOLD NUGGET	545.00
JENNINGS CHALLENGER 5-25¢	375.00	BALLY DRAW BELLS (R. B.)	245.00
KEENEY TWINS, 5-25, F.P., P.O.	99.50	BALLY DRAW BELLS (M. B.)	225.00
KEENEY SINGLE SUPER, F.P., P.O.	58.50	MILLS JUMBO LATE F.P. P.O.	48.50
MILLS JUMBO LATE F.P.	39.50	MILLS JUMBO, LATE P.O.	89.50
1947 EVANS BANGTAILS, P.O.	250.00	1946 BUCKLEY TRACK ODDS	445.00
NEW BALLY GOLD CUP, F.P.	WRITE	NEW KEENEY FAVORITE F.P., P.O.	WRITE
1948 GALLOPING DOMINOES	WRITE	1945 BANGTAILS	WRITE

GUARANTEED RECONDITIONED PHONOGRAPHS

WURLITZER MODEL 1015	$475.00	SEEBURG MODEL 1-47 M	$525.00
WURLITZER MODEL 1080	495.00	SEEBURG MODEL 1-46 M	425.00
A.M.I. 1946 MODEL A	575.00	ROCK-OLA MODEL 1426 (1947)	450.00
PACKARD 1946 MODEL 7	395.00	ROCK-OLA MODEL 1422 (1946)	375.00
1946 SEEBURG MODEL 246	295.00	1946 ROCK-OLA PLAYMASTER	325.00
PACKARD MODEL 400	195.00	1940 ROCK-OLA PLAYMASTER	149.50

RECONDITIONED SLOTS AND STANDS

MILLS BLACK CHERRY ORIG., 5¢	$149.50	NEW MILLS JEWEL BELL	WRITE
MILLS BLACK CHERRY ORIG. 10¢	159.50	NEW MILLS BLACK CHERRY	WRITE
MILLS BLACK CHERRY ORIG. 25¢	169.50	NEW MILLS GOLDEN FALLS	WRITE
MILLS BLACK CHERRY ORIG., 50¢	285.00	SINGLE WEIGHTED STAND	22.50
NEW MILLS VEST POCKET BELLS	59.50	DOUBLE REVOLV A ROUND SAFE	148.50

TERMS: ½ DEPOSIT WITH ORDER, BALANCE C.O.D. OR SIGHT DRAFT

GUARANTEED RECONDITIONED CIGARETTE MACHINES

National 9-30, 270 pack	$69.50	Rowe President, 10 col.	$79.50
National 9-50, 350 pack	79.50	Rowe Royal, 10 col.	59.50
Uneeda Model 500, 9 col.	89.50	Du Grenier Champion, 9 col.	69.50
Uneeda Model 500, 15 col.	59.50	Du Grenier Champion, 7 col.	59.50

Badger Sales Co., Inc.
2251 WEST PICO BLVD.
LOS ANGELES 6, CALIF.
ALL PHONE DR. 4326

Badger Novelty Co.
2546 NORTH 30TH STREET
MILWAUKEE 10, WIS.
ALL PHONE KIL. 3030

BUSINESS OPPORTUNITY

Complete Set of Dies, Jigs and Tools for the manufacture of Counter Games. Also Inventory of Finished Parts ready for assembly. Will be sacrificed at less than 10% of original cost.

Box 206, c/o The Billboard, 155 N. Clark St., Chicago, Ill.

WURLITZER MODEL 950	$125.00
WURLITZER VICTORY MODEL	40.00
ROCK-OLA COMMANDO	40.00
ROCK-OLA SUPER 40	40.00

RECORDS—NEW ENGLAND OPERATORS BUY THEIR RECORDS FROM REDD—ALL POPULAR RECORDS—SPECIAL DEAL THAT MAKES OPERATORS MAKE MONEY

SPECIAL!! NEW ADAMS-FAIRFAX CASH TRAYS $4.00 each

EXPORT ORDERS OUR SPECIALTY

PHONE • ST 2-3320

REDD DISTRIBUTING CO., INC.
130 LINCOLN • ALLSTON • BOSTON 34, MASS.

SENSATIONAL!

New "PISTOL PRACTICE"

CHANGEOVER FROM RIFLE TO PISTOL ON YOUR *Chicken Sam*

Write for Information Today!

COIN MACHINE SERVICE COMPANY
1547 N. FAIRFIELD AVENUE CHICAGO 22, ILLINOIS
Write for Latest Parts Catalog

WE WILL NOT BE UNDERSOLD

Longacre	$37.50	Surf Queen	$27.50	Suspense	$27.50
Spellbound	22.50	Dynamite	27.50	Bally Hoo	24.50
Miss America	22.50	Kilroy	27.50	Baffle Card	24.50
Big Hit	22.50				

1/3 Deposit With All Orders.

Write us for prices on new equipment

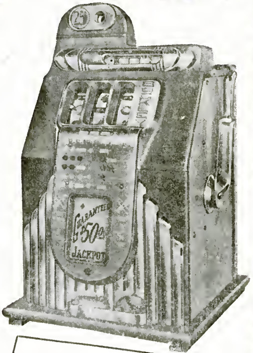
UNITED DISTRIBUTING CO.
1418 CENTRAL PARKWAY Phone: Main 4100 CINCINNATI 10, OHIO

There's Only O-N-E

Original CRISS CROSS

JACKPOT BELLE

It's a BUCKLEY



THIS IS THE *ORIGINAL* CRISS CROSS!

**Pays 20 Coins when 3 Bars appear in ANY POSITION . . .
PLUS the regular 2-5 Payout Combinations**

and—

Your choice of Jackpots—from $5.00 to $100.00, depending on the denomination.

Available in 5c-10c-25c Play

Before long we'll have the CRISS CROSS in 50c Play!

YOUR CHOICE
Of Several Eye-Appealing Color Combinations
BLUE-GREY-MAROON
With Gleaming Chrome Ornaments.
Send for Descriptive Folder and Prices.

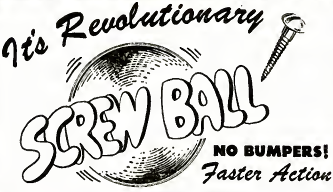
Buckley Manufacturing Co.
4223 WEST LAKE STREET • • • CHICAGO 24, ILLINOIS
PHONES: VAN BUREN 6-6636-6637-6638-6533

SALESMEN WANTED

Experienced in contacting music, game and vending machine operators and distributors.

Write BOX D-54
The Billboard, Cincinnati, O.

It's Revolutionary



NO BUMPERS!
Faster Action

SHAFFER MUSIC COMPANY

COLUMBUS, OHIO
606 S. High St.

CHARLESTON, W. VA.
1619 W. Washington St.

WHEELING, W. VA.
2129 Main Street

SEATTLE, WASN.
2208 Fourth Ava.

PORTLAND, OREGON
1238 S. E. Union Ave.

SHOOT THE BEAR RAY GUN

Completely reconditioned and repainted. Money-back guarantee. Terms: 1/3 Deposit with order

$124.50

★ ★ ★ ★ ★ ★ ★

Special!

Chicago Coin Hockey	$49.50
Keeney Submarine	49.50
DeLuse Hockey	39.50
Bally Rapid Fire	89.50

WANTED
CNICKEN SAM DOLLS

SEEBURG RAY GUN

Amplifiers, Motors, Rifles Repaired. Complete Stock of Seeburg Ray Gun Parts. Write for List.

Coinex CORPORATION
1346 Roscoe Street Chicago 13, Illinois
GR 2-0317

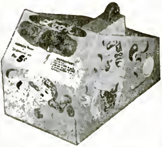
FOR SALE

A GOOD ROUTE—SOUTHEASTERN WISCONSIN

This is it! One hundred post-war pin ball machinas, mostly factory flipper games. 24 Seeburg post-war with dozans of bar and wall boxes. 4 Rock-Ola (post-war) w/boxes. 3 Seeburg Colonels. plus 24 ski balls, roll downs, and 50 pieces of miscallaneous arcade equipment, records, office equipment, atc Routa grosses $80,000.00 per year. In best section of Wisconsin. **Price: $45,000.00. ana-half down, balanca in three yaars. Inquire:**

BOX D-57, TNE BILLBOARD, CINCINNATI 22, O.

NEW GROETCHEN WINNER LOOK



The new LOOK machine is now ready in 5c play . . . features risque pictures, 3-dimensional. Attractive Viewer in battery or electric model. Additional film at 60c each.

$29.50 each including one set of 9 pictures

Order a LOOK ... er today

GROETCHEN
TOOL & MFG. COMPANY
126 N. Union St., Chicago 6, Ill.

MILLS BELLS!

We have all Mills latest Bells in stock.

CENTRAL SERVICE SALES COMPANY
219 West Jackson, Kokomo, Indiana
AUTHORIZED BELL-O-MATIC DISTRIBUTOR

WANTED

Good Clean EUREKAS

State lowest price. 1/3 down, balance C. O. D.
6107 WASHINGTON AVE., HOUSTON, TEXAS

NEW GAMES IN STOCK

THRILL
CIRCUS
GIZMO
SCREW BALL
BARNACLE BILL

Lehigh Specialty Co.
1407 W. Montgomery Avenue
Call POplar 5-3299 Philadelphia 21, Pa.

EVANS'
WINTER BOOK

World's Finest Investment in Consoles!

The odds are in your favor when you add WINTER BOOK to your routes. You get more flash and colorful appeal—more play per game—more profits per location! Operators found it the Console sensation throughout 1947 . . . you'll call it your best bet in Consoles for 1948, thanks to features like these!

- **SENSATIONAL WINTER BOOK ODDS!**

Provide up to

$25.00 HIGH JACKPOT ON 5c PLAY!

Odds range from 10 for 1 up to 500 for 1 with only a SINGLE COIN PLAYED! *NO BUILD UP NECESSARY!*

- **EVANS' NONPAREIL *7-COIN HEAD!***

Greatest Improvement in the History of the Industry!

7-Coin Play! Not just 1 or 2 or 3, but as many as 7 coins every game! Why be satisfied with less?

- **EVANS FAMOUS PRECISION ENGINEERING**
- **TROUBLE-FREE PERFORMANCE**
- **BEAUTIFUL CUSTOM-BUILT CABINETS**
- **AVAILABLE IN 5c OR 25c PLAY**

Ask the Man Who Operates One!

ORDER FROM YOUR DISTRIBUTOR NOW!

H. C. EVANS & CO.

1528 W. ADAMS STREET CHICAGO 7, ILLINOIS

SOUTHERN AUTOMATIC MUSIC CO., INC.

624 S. Third St., Louisville 2, Ky.
240 Jefferson St., Lexington 2, Ky.
1329 Calhoun St., Ft. Wayne 2, Ind.
228 W. 7th St., Cincinnati 2, Ohio
603 Linden Ave., Dayton 3, Ohio
325 N. Illinois St., Indianapolis 4, Ind.

COIN OPERATED ELECTRIC SCOREBOARD

FOR SHUFFLEBOARDS—ANY MAKE

Don't depend on "sheets," "pegs" or "players' memories."

The "Coin-Operated Electric Scoreboard" keeps tabs on every shuffleboard game with "actual cash in the box!"—at 10¢ per person per game.

20¢ must be inserted in order for two players to use scoreboard. 40¢ for four players. Score goes to 15 with 20¢ and 21 with 40¢.

Players will like this coin-operated scoreboard because the score of all players is there for all to see without mistakes.

"COIN-OPERATED ELECTRIC SCOREBOARD" can be placed on a base or attached to a wall. Two sets of scoring numbers—red and blue—on mirror-finished scoreboard field make this unit a most practical and beautiful addition to your shuffleboard game.

Scores can be registered direct from Shuffleboard if desired.

ORDER TODAY
IMMEDIATE DELIVERY

WRITE
WIRE
PHONE!

Empire Coin
MACHINE EXCHANGE

1012-14 MILWAUKEE AVE. • PHONE EVerglade 4-2600 • CHICAGO 22, ILL.

NEW! NEW! NEW! NEW!

Williams

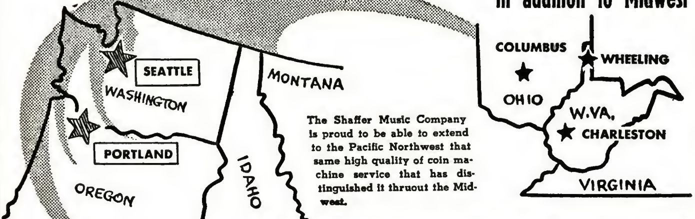
SPEED WAY

SEE THE MOST EXCITING GAME OF THE YEAR!

AT YOUR DISTRIBUTOR

Williams
MANUFACTURING COMPANY
161 W. Huron Street Chicago 10, Ill.

SHAFFER SERVICE NOW COVERS THE PACIFIC NORTHWEST in addition to Midwest



The Shaffer Music Company is proud to be able to extend to the Pacific Northwest that same high quality of coin machine service that has distinguished it thruout the Midwest.

The SEATTLE and PORTLAND offices of Shaffer Music Company were opened this year, and coin machine operators in Washington, Oregon, Northern Idaho and Western Montana already are enthusiastic about better service that Shaffer offers in that territory.

SHAFFER MUSIC CO.

EXCLUSIVE SEEBURG DISTRIBUTORS

Also Distributors For All Other Leading Coin Machine Manufacturers

COLUMBUS, OHIO
606 S. High St.

CHARLESTON, W. VA.
1619 W. Washington St.

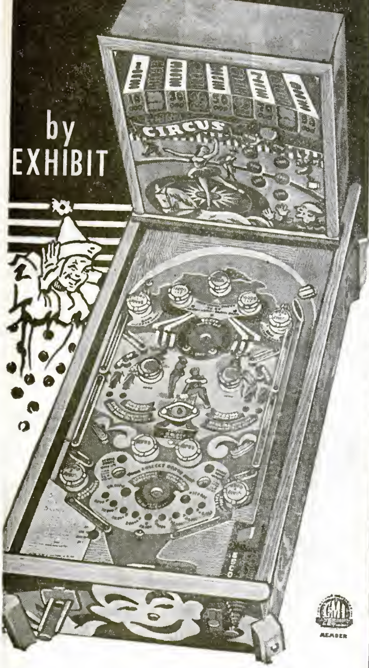
WHEELING, W. VA.
2129 Main St.

SEATTLE, WASH.
2208 Fourth Ave.

PORTLAND, ORE.
1238 S. E. Union Ave.

"CIRCUS" days are here again!

by
EXHIBIT



with AGITATING BUMPER that FLIPS and SCORES

- BOTTOM KICK BACK HOLE
- 4 SPECIAL SCORING LANES
- HOLD OVER BONUS (ADJUSTABLE)
- BOTTOM OF THE BOARD FAST SCORING ACTION
- BUTTON CONTROL FLIPPERS

GET IT! from your NEAREST DISTRIBUTOR

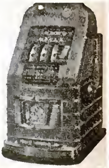
EXHIBIT SUPPLY CO. 4222-30 W. LAKE ST.,
(ESTABLISHED 1901) CHICAGO 24, ILL.

MILLS LATEST MACHINES

GOLDEN FALLS

You can make **MORE MONEY** with this New Mills Bell (with Hand-Load Jackpot). It is modern in design and has the "come-on" appeal. Full Jackpot at all times is one of its "Come-On" Features. Write for illustrated circular giving full details on the unusual Bell. Immediate delivery in 5¢, 10¢, 25¢ and 50¢ play.

WRITE FOR PRICES



JEWEL BELL

If you want to increase your income place the New Mills Jewel Bell on location. It is different than any Bell ever manufactured in the past. Its design is modernistic and has unusual eye appeal. Ready for delivery in 5¢, 10¢ and 25¢ play.

WRITE FOR PRICES

IMMEDIATE DELIVERY

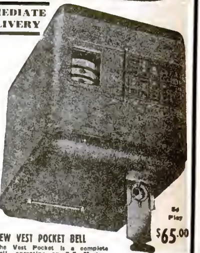
MILLS QT

A "Pony-Size" Bell.
Weighs only 85 lbs.

The **NEW QT** is an entirely new design with streamlined front painted Blue and Gold, and made to give Operators unlimited service. It shines out bright and cheerful in any type of location. Any counter anywhere will welcome its presence.

$115.00 1/3 Deposit

New Box Stands, Single, Double and Triple Safes

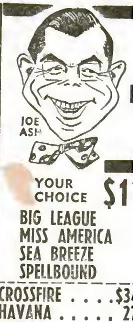


NEW VEST POCKET BELL

The Vest Pocket is a complete Bell, operating on 3-5 Mystery Payout system. Small payroll cup in front is covered by drop flap. Reels can also be instantly covered, automatically removing the reward plate from sight. **BLUE & SILVER** or **GOLD & SILVER.**

5¢ Play
$65.00
1/3 Deposit

SICKING, INC. *Established* 1895
1401 CENTRAL PARKWAY
CINCINNATI 14, OHIO
Associated with Sicking Dist. Co., 2833 W Pico Blvd., Los Angeles, Cal.



ACTIVE

COMPLETELY
RECONDITIONED GAMES
READY FOR LOCATION
'NUFF SAID

YOUR CHOICE **$17.50 Ea.** 3 FOR $47.50

BIG LEAGUE
MISS AMERICA
SEA BREEZE
SPELLBOUND
STAGE DOOR CANTEEN
STEP UP
SUPERLINER
SURF QUEEN

CROSSFIRE	$34.50	MANHATTAN	$74.50
HAVANA	27.50	NEVADA	49.50
HAWAII	44.50	RIO	24.50
TROPICANA	$64.50		

BALLY CLUB BELLS	$49.50
KEENEY SUPER BELLS	59.50

1/3 With Order — Balance C. O. D.

ACTIVE AMUSEMENT MACHINES CO.

666 N. Broad St
Philadelphia 30, Pa.
Fremont 7-4495

98 Clinton Ave.
Newark 5, N. J.
Mitchell 2-8527

1120 Wyoming Ave.
Scranton, Pa.
Scranton 4-6176

"YOU CAN ALWAYS DEPEND ON ACTIVE — ALL WAYS"

I'M NO WALLFLOWER!

THE JEWEL BELL

I'm a Mills Bell; I get around and mix with **the** people. I'm very popular wherever I'm placed. I'm active from "my cradle to my grave." I have long life and a wonderful record as to my years of service. I'm not bragging; I'm only telling the truth. Thousands of Bell operators will back up my story. I come in four new styles, *Jewel—Bonus—Melon—Black Gold.*

BELL-O-MATIC CORPORATION

EXCLUSIVE NATIONAL DISTRIBUTOR: MILLS BELL PRODUCTS • 4100 FULLERTON AVENUE, CHICAGO 39, ILLINOIS

The Sensational and Revolutionary New Game

QUIZZER

TESTED AND PROVEN ON LOCATION

Trim Modern Styling
Attractive Design
24" Deep—20" Wide—58" High

$485.00

F. O. B. Factory
Including Film with 6000 Questions
(Film replacement cost, $20.00 plus old film.)

IS NOW AVAILABLE IN THIS IMPORTANT TERRITORY

AT SIMON SALES INC.

Factory Agents for

TRAINING DEVICES, INC. (Manufacturer)

Fascinating, entertaining, educational . . . QUIZZER can be operated everywhere, in every type of location. Thousands of questions and answers, cleverly illustrated, create and hold player interest . . . and most important, convert that interest into a steady flow of nickels for you. In fact, the take on location has been so phenomenally good that we can give you a • • • • • • • • • • • •

MONEY-BACK GUARANTEE

To convince you of Quizzer's outstanding popularity, earning power and trouble-free operation WE GUARANTEE TO REFUND YOUR MONEY IF QUIZZER DOES NOT MEET ALL OUR CLAIMS WITHIN A REASONABLE TRIAL PERIOD. And to protect you and assure the full earning power of this exciting game we are assigning EXCLUSIVE OPERATING TERRITORIES.

FOR COMPLETE DETAILS

WRITE—WIRE—PHONE TODAY!

SIMON SALES, INC.

Exclusive Factory Agent in Maine, New Hampshire, Vermont, Rhode Island, Connecticut, Massachusettes, Eastern Pennsylvania, New Jersey and New York.

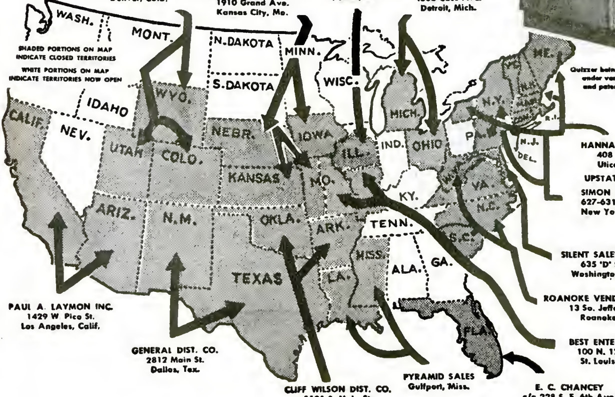
627-631 10th Avenue New York 19, N. Y.
Phones: PLaza 7-5660, 5661, 5662

UPSTATE HEADQUARTERS
HANNA DISTRIBUTING CO.
408 FIRST ST. UTICA 3, N. Y.
Phones: 2-5732—7017

THE *Quizzer*

SENSATIONAL QUIZ GAME

- **HAS AMAZING PLAYER INTEREST**
- **IS A HIT ON EVERY LOCATION**
- **BRINGS QUICK PROFITS**



SHADED PORTIONS ON MAP INDICATE CLOSED TERRITORIES

WHITE PORTIONS ON MAP INDICATE TERRITORIES NOW OPEN

CAPITOL SALES
5416 W. Colfax St.
Denver, Colo.

CONSOLIDATED DIST. CO.
1910 Grand Ave.
Kansas City, Mo.

TRIANGLE SALES
2313 S. Adams
Peoria, Ill.

BRILLIANT MUSIC CO.
4606 Cass Ave.
Detroit, Mich.

Quizzer being manufactured under various patents and patents pending.

HANNA DIST. CO.
408 First St.
Utica, N. Y.

UPSTATE HDQRS.

SIMON SALES INC.
627-631 Tenth Ave.
New York 19, N. Y.

SILENT SALES SYSTEM
635 'D' Street
Washington, D. C.

ROANOKE VEND. MACH. EX.
13 So. Jefferson St.
Roanoke, Va.

BEST ENTERPRISES
100 N. 12th St.
St. Louis, Mo.

E. C. CHANCEY
c/o 228 S. E. 6th Ave.
Fort Lauderdale, Fla.

PYRAMID SALES
Gulfport, Miss.

CLIFF WILSON DIST. CO.
1121 S. Main St.
Tulsa, Okla.

GENERAL DIST. CO.
2812 Main St.
Dallas, Tex.

PAUL A. LAYMON INC.
1429 W. Pico St.
Los Angeles, Calif.

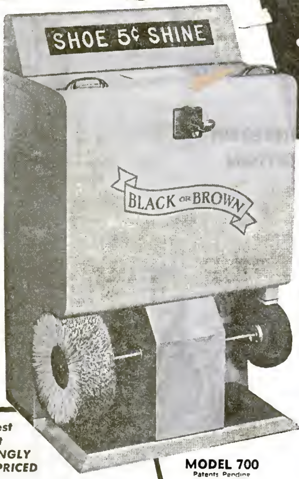
MEMBER

FOR INFORMATION CONTACT NEAREST DISTRIBUTOR OR

TRAINING DEVICES INC.

708 DAVID STOTT BLDG., DETROIT, MICH.
PHONE WOODWARD 3-0486

Operate the Nation's Finest



UNEEDA *Shoe Shine* MACHINES

DELIVER A BASIC EVERY DAY SERVICE . . . RECEIVE A HIGH RETURN ON YOUR INVESTMENT!

Shining shoes . . . **automatically** . . . Is today's big business opportunity . . . and routes of UNEEDA SHOE SHINE MACHINES . . . the nation's finest . . . are proving every day that **exceptional** money can be made in this **new** business.

The Finest and Yet AMAZINGLY LOW PRICED

only

$199.50 *IN LOTS OF 10 OR MORE*

SAMPLE $209.50

1/3 DEPOSIT WITH ORDER
BALANCE C. O. D.
F. O. B. N. Y. FACTORY

MODEL 700
Patents Pending

SPECIFICATIONS:
Height—42"
Depth—19¾"
Width—24"

APPLIES NEUTRAL CAKE WAX POLISH FOR BLACK OR BROWN SHOES

5c Coin Chute Standard Equipment—
10c Coin Chute on Request

NO FRANCHISES OR DISTRIBUTORSHIPS AVAILABLE
DIRECT SALES TO OPERATORS ONLY MAKE
LOW PRICE POSSIBLE

IMPORTANT

OPERATOR PROTECTION

Uneeda Shoe Shine Machines, backed by 15 years' experience IN THE COIN MACHINE FIELD, are **sold to operators only.** Complete satisfaction, unconditionally guaranteed or purchase price will be refunded within 10 days.

NOW DELIVERING

Shine your way to the big money with Uneeda

WRITE—WIRE—PHONE YOUR ORDERS TODAY! or send for complete descriptive circular

ACME SALES COMPANY

Exclusive National Distributors
505 W. 42nd St., New York 18, N. Y. • LO 3-4138

UNEEDA SHINE MACHINE COMPANY • MANUFACTURERS

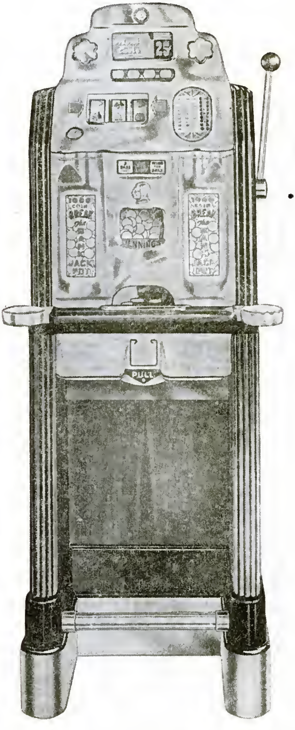
IF YOU HAVEN'T SEEN IT . . . . SEE IT NOW!

JENNINGS' NEW 1949

Monte Carlo

CLUB CONSOLE

with REGULAR JACKPOT..



Plus a big

1000 COIN

AUTOMATIC JACKPOT!

★ **This Locked Drawer holds 1000 Coins! Un-locks *automatically* when player wins the Super Jackpot.**

Jennings' Monte Carlo Console is sweeping the country! Locations are stepping up their earnings . . . players in some cases have traveled miles to play Monte Carlo! Reports show that MONTE CARLO HAS DRAWN THREE TIMES THE PLAY AS COMPARED TO ANY SIMILAR MACHINE IN THE SAME LOCATION! *Check These Features:* Beautiful Walnut Finish Cabinet . . . Famous Basic One-Piece "Chief" Type Mechanism . . . Comfortable Foot Rest . . . Convenient Ash Trays . . . Flashy Chrome Front . . . and prominent 1,000 Coin Super Jackpot Drawer!

THE INCENTIVE TO PLAY IS TERRIFIC!

Players stand a chance to win the regular jackpot, PLUS from $50 to $1000 in the large 1000 COIN Monte Carlo Jackpot Drawer! Depending upon the denomination of the machine, here's how the Super Jackpot pays off:

PLAY	5¢	10¢	25¢	50¢	$1.00
SUPER JACKPOT PAYS	$50.00	$100.00	$250.00	$500.00	$1000.00

CONGRATULATIONS, JENNINGS' DEALERS AND DISTRIBUTORS, ON THE SUCCESSFUL SHOWS! ORDERS ARE POURING IN AND WE'RE WORKING OVERTIME TO FILL THEM FOR YOU!

Free! **A penny post card will bring you our new 4-color "Monte Carlo" and "Live Jackpot" Circulars . . . WRITE TODAY!**

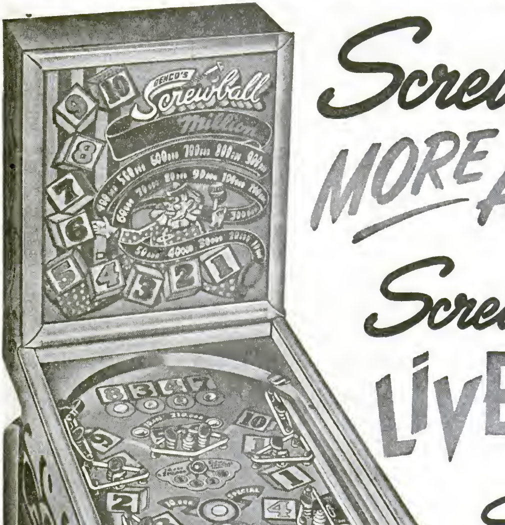
EAST OF THE MISSISSIPPI IT'S THE "MONTE CARLO". WEST OF THE MISSISSIPPI IT'S KNOWN AS THE "PROSPECTOR".

It's the same machine with a different name!

O. D. JENNINGS AND COMPANY

4307 WEST LAKE STREET • CHICAGO 24, ILLINOIS • TELEPHONE MANSFIELD 2612

NO BUMPERS!



Screwball MORE ACTION!

Screwball LIVELIER!

Screwball FASTER!

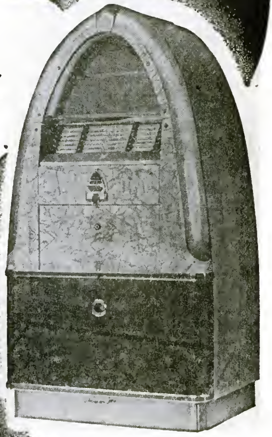
**ORDER FROM
YOUR NEAREST
DISTRIBUTOR**

GENCO

2621 NORTH ASHLAND AVE.
CHICAGO 14, ILL.

WHY PAY TWICE AS MUCH when Aireon's Coronet IS STILL 495

Cover *2* locations for the price of *1* conventional phonograph. Get a double-number of players for your dollars. And get all these CORONET features—for just 495!



- **New** ¾ ounce tone arm and G.E. variable reluctance, permanent stylus cartridge *eliminates* needle replacement . . . gives 30,000 and more plays.
- Brilliant neon lighting cuts bulb replacement 95% . . . saves 75% on phonograph lighting costs. (Coronet uses approximately *100 watts less power* than the average phonograph!)
- Your choice of *5* standard color combinations to fit any location.
- Easy, front-door servicing—tilt-back record loading . . . all components plug-in and plug-out.
- Famous CINAUDAGRAPH Speaker tone . . . 20-watt amplifier with additional power available . . . simple, trouble-free mechanism...and many more new features.

Remember . . . for each dollar you invest in CORONET—you get a *bigger* return! Get CORONET and get going.

Get Your Free Copy

Get your FREE copy of "The 14 Points of Profit."

Contact your Aireon representative or the factory direct TODAY!

The World's Finest Phonograph Equipment ...at the World's Lowest Prices

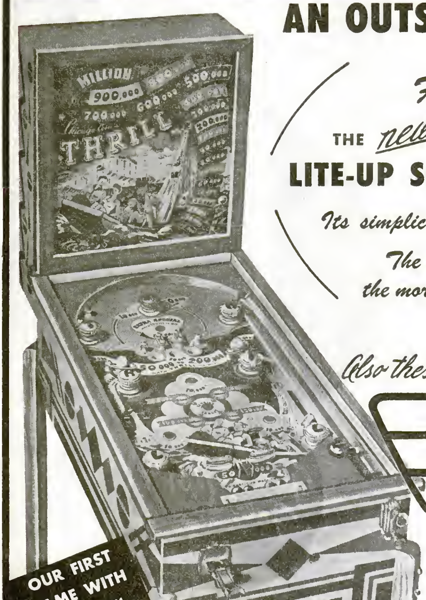
Aireon MANUFACTURING CORP.

General Office: 1401 Fairfax Trafficway, Kansas City, Kansas
In Canada: Mafco Corp. Ltd., 4001 St. Antoine St., Montreal, Que.

Chicago Coin's

THRILL

AN OUTSTANDING HIT!



OUR FIRST GAME WITH THE *new* FEATHER-TOUCH BALL LIFT

Featuring

THE *new* CHANGING VALUE

LITE-UP SCORING TARGET

Its simplicity makes it terrific!

The more you play —
the more you want to play

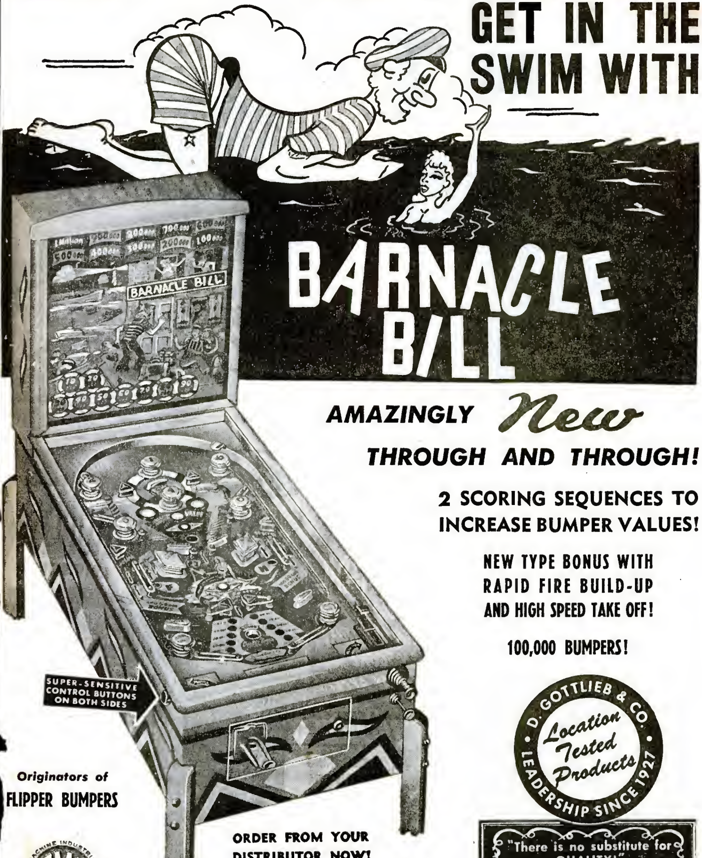
Also these Location Tested Ideas

- NEW LITE-UP POST BUMPERS
- ALL LIGHTS OUT—500,000 SCORED
- EASY FLIPPER ACTION

ORDER FROM YOUR DISTRIBUTOR TODAY!

CHICAGO COIN MACHINE COMPANY
1725 DIVERSEY BOULEVARD, CHICAGO 14, ILLINOIS

GET IN THE SWIM WITH



BARNACLE BILL

AMAZINGLY *New*

THROUGH AND THROUGH!

2 SCORING SEQUENCES TO INCREASE BUMPER VALUES!

NEW TYPE BONUS WITH RAPID FIRE BUILD-UP AND HIGH SPEED TAKE OFF!

100,000 BUMPERS!

SUPER-SENSITIVE CONTROL BUTTONS ON BOTH SIDES

D. GOTTLIEB & CO. · *Location Tested Products* · LEADERSHIP SINCE 1927

Originators of

FLIPPER BUMPERS

CMI MEMBER

ORDER FROM YOUR DISTRIBUTOR NOW!

D. Gottlieb & Co.

1140-50 N. KOSTNER AVE.
CHICAGO 51, ILLINOIS

"There is no substitute for QUALITY!"

GAUGED PRODUCTION and CONTROLLED DISTRIBUTION

Protect Your Investment!

AUTOMATIC COIN-DIVIDER

Bally Reserve Bell

NEW HOLD AND DRAW BELL-CONSOLE WITH *NEW BUILD-UP BONUS*

BALLY BALLY BALLY

3-BAR WINNER RECEIVES BONUS
BONUS "GROWS" FROM 100 TO

2000 TOP

PLUS PLENTY OF **BELL-FRUIT** WINNERS

CAN BE OPERATED AUTOMATIC OR REPLAY
NICKEL OR QUARTER PLAY

DOUBLE YOUR EARNINGS

IN EVERY 5-BALL LOCATION IN YOUR TERRITORY

WITH *Bally* CARNIVAL

FAMOUS BUILD-UP BONUS..
AND "ALL-12" SKILL FEATURE
PLUS HIGH-SCORE
COMPETITIVE PLAY APPEAL

KICKER-BUMPER BUTTON ON BOTH SIDES OF CABINET

A BALLY GAME FOR EVERY SPOT

BIG INNING
TRIPLE BELL
WILD LEMON
DOUBLE UP
HI-BOY
HY-ROLL
DELUXE BOWLER
★

Bally ONE-BALL MULTIPLES!

GOLD CUP
FREE PLAY

TROPHY
AUTOMATIC

PROFIT PROVED
HORSESHOE FLASH
with
NEW "FAN" FLASH

PLAYERS PLAY
UP TO
6, 8, OR 10
COINS
PER GAME

CMI
COIN MACHINE INDUSTRIES, INC.
MEMBER

Bally MANUFACTURING COMPANY

DIVISION OF LION MANUFACTURING CORPORATION
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

UNITED'S

SUMMERTIME

3 GREAT WAYS TO SCORE REPLAYS

☆

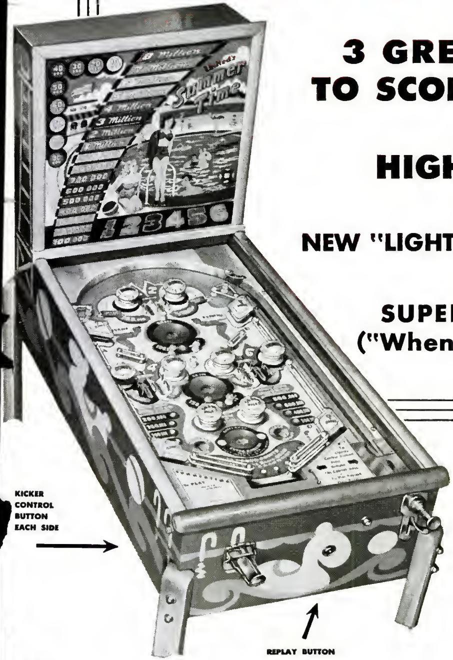
HIGH SCORE

☆

NEW "LIGHTS ON" SEQUENCE

☆

SUPER SPECIAL
("When Lit" Pocket)



KICKER
CONTROL
BUTTON
EACH SIDE

REPLAY BUTTON

FIVE-BALL
NOVELTY
REPLAY

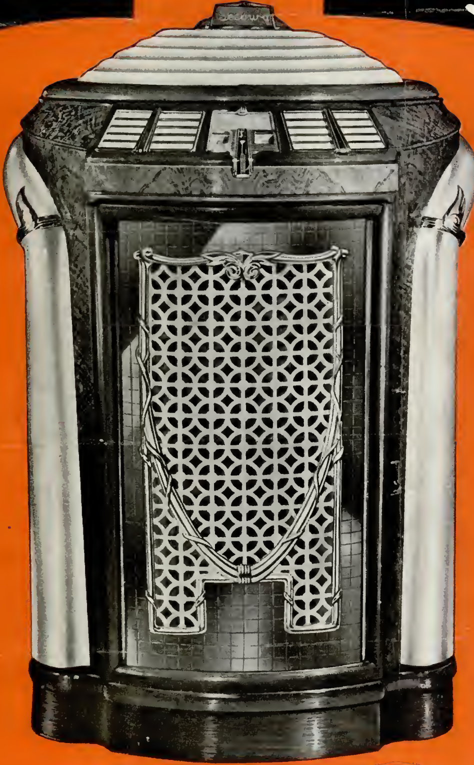
SEE YOUR
DISTRIBUTOR

CMI
MEMBER

UNITED MANUFACTURING COMPANY

5737 NORTH BROADWAY
CHICAGO 40, ILLINOIS

America's Foremost Phonograph!



The Symphonola

WITH SCIENTIFIC SOUND DISTRIBUTION AND REMOTE CONTROL

SEE YOUR SEEBURG DISTRIBUTOR FOR A DEMONSTRATION

Seeburg

1902 • DEPENDABLE MUSIC SYSTEMS • 1948

J. P. SEEBURG CORPORATION
1500 N. Dayton St., Chicago 22